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# Salvadoran Rebels And Duarte Agree On Cease-Fire Panel

**The Associated Press**  
**SAN SALVADOR** — The government of President José Napoleón Duarte and leftist rebels ended a two-day meeting Tuesday with an agreement to form a commission to seek a cease-fire in El Salvador's eight-year-old civil war.

Both sides had predicted that the talks would not resolve the major political and ideological differences, and a joint communiqué announcing the commission appeared to bear out their forecasts.

Representatives of the insurgent Farabundo Martí National Liberation Front and the Salvadoran government started talks Sunday in an effort to comply with the regional peace accord that is intended to end insurgencies in El Salvador, Guatemala and Nicaragua.

In statements after the negotiations, rebel leaders raised doubt that the commission could bring about a cease-fire because of the differences. But Mr. Duarte said that if the commission failed, he would "assume a historic challenge" and ask his army to declare a cease-fire on its own.

The communiqué was read by the archbishop of San Salvador, Arturo Rivera y Damas, at the end of a 15-hour negotiating session that began Monday morning. The talks marked the first time in three years the two sides had officially met.

Both sides achieved the limited goals they had set for themselves. Mr. Duarte got the insurgents to agree to seek a cease-fire within the framework of the peace accord. The rebels obtained a continuing negotiating forum with the government in the form of the commission.

"It took us almost three years to get a dialogue started, and we achieved it," said Guillermo Ungo, a leader of the rebel delegation.

The cease-fire commission, to be made up of four members each from the government and an umbrella organization representing five armed guerrilla groups, will have until Nov. 4 to present its first report and an additional 120 days to complete its work.

That timetable meets the requirements of a peace plan signed by five Central American presidents in Guatemala on Aug. 7.



A Salvadoran woman behind barbed wire near the Vatican diplomatic mission as government officials and rebels met.

# Drug Promises to Render Colds Sneeziless

**By Gina Kolata**  
**New York Times Service**  
**NEW YORK** — Science is still a long way from a cure for the common cold. But maybe that does not matter so much anymore.

For the first time, researchers think they may have found the substance that causes cold symptoms. Even better, they think they have found a drug that blocks its action.

People who used the drug would still have the cold, but without the stuffy nose and sore throat that make it such a miserable ailment.

"I'm not going to stand up in public and say that it will work," said Dr. David Proud of the Johns Hopkins University School of Medicine. "But that's the hypothesis."

Dr. Proud, Dr. Robert Naclerio of Johns Hopkins and Dr. Jack Gwaltney of the University of Virginia have new evidence that cold symptoms are caused by kinins, normal proteins that cold viruses prompt the body to produce.

It should be possible to administer the kinin-blocking drug in a nasal spray, they said.

The drug would prevent kinins from dilating blood vessels and sending pain messages, the normal functions of these proteins.

If the treatment worked, cold symptoms would be alleviated.

Moreover, because patients would still have their colds, they would develop antibodies. Thus, they would be protected from the particular strain of cold virus the next time they encountered it.

Dr. Proud, Dr. Naclerio and Dr. Gwaltney are awaiting approval from the Federal Food and Drug Administration to start testing this drug, called a bradykinin antagonist, on volunteers.

The drug was developed by scientists at the University of Colorado who wanted to use it for research purposes and is licensed by Nova Pharmaceuticals in Baltimore.

Extensive toxicological tests in animals have shown it to act "with perfect safety," Dr. Proud said.

"I think it's an interesting new observation," said Dr. Robert Couch, a cold researcher at Baylor College of Medicine in Houston. The kinin antagonist, he said, "would certainly be something to try."

It has long been known from studies of volunteers that only about two-thirds of people who are infected with a cold virus actually develop symptoms.

What the researchers discovered was that those who have symptoms also have a high level of kinins in their nasal secretions.

Volunteers who sprayed kinins into their noses developed cold symptoms, even if they did not have a cold. Dr. Proud, who tried this himself, said he developed a stuffy nose that lasted about half an hour and a sore throat that lasted five hours.

The findings make sense, Dr. Proud said, because kinins dilate blood vessels, which could lead to stuffy noses, and they also produce pain, which could explain sore throats.

Dr. Gwaltney, who has been studying colds for 30 years, said he began wondering about cold symptoms when he noticed, as others had, that cold viruses seem to have virtually no effect on cells lining the nose.

He reasoned that something other than the virus itself must be causing the symptoms. There were a number of possible culprits, including histamines and prostaglandins as well as kinins.

Dr. Gwaltney sent nasal secretions from 40 volunteers with colds to Dr. Proud and Dr. Naclerio, who tested the secretions for the presence of these biochemicals.

"We found only kinins," said Dr. Proud.

The kinin work comes at a time when "there has not been a whole lot of interest in the common cold," Dr. Couch said, adding that he believed that scientists had begun to view cold research as "a hopeless area."

The problem is that as many as 200 to 300 different viruses can cause the common cold — so many as to make a cold vaccine virtually impossible.

Even without a vaccine, it is still possible that people exposed to a cold could take measures to protect themselves.

Dr. Couch and others, including Dr. Gwaltney, discovered that interferon can do this, at least for rhinoviruses, a class of viruses that is responsible for 30 to 40 percent of colds.

When the interferon results were made known in early 1986, they seemed quite promising. Dr. Gwaltney recalled.

"Our original idea was that you could spritz interferon into your nose once a day all winter long and never get a cold," he said.

But interferon turned out to have unacceptable side effects when people used it for more than a week. Volunteers reported that their nose was irritated, itching and burning and that they had blood-tinged nasal mucus.

"The side effects were worse than the symptoms of the cold," Dr. Gwaltney said.

The kinin discovery, then, may provide new options.

Dr. Gwaltney pointed out, however, that although the researchers have repeated their initial studies and are certain that kinins are there, what they have is an association, not yet a proof of cause and effect.

# A Miskito Chief Ends Anti-Sandinist Fight

**By Stephen Kinzer**  
**New York Times Service**  
**PUERTO CABEZAS, Nicaragua** — One of the commanders of Miskito Indian guerrillas fighting in Nicaragua has agreed to end his campaign against the Sandinista government.

The commander, Uriel Vanegas, appeared in Puerto Cabezas on Tuesday with several dozen of his 400 men. He shared a platform with Interior Minister Tomás Borge.

"We can support the Sandinista project if it defends Indian rights," Mr. Vanegas said.

His men carried rifles, grenade launchers and machine guns as they listened to his speech in the Puerto Cabezas plaza.

Mr. Vanegas said he and his troops were not surrendering and vowed that they will not turn in a blessed rifle to the Sandinista Front.

Under an agreement signed by Mr. Vanegas and Sandinista officials, the Indians will be allowed to keep their weapons, and they will form police and militia units to defend Indian villages.

Mr. Vanegas said some of his men "will become part of the national army."

Relief workers and others in Puerto Cabezas described Mr. Vanegas's decision as an important breakthrough that could lead to an end to the six-year-old war between the Indians and the Sandinista authorities.

They estimated that with Mr. Vanegas's decision to stop fighting, there were 800 to 1,500 Indian guerrillas still in the field. Brooklyn Rivera, the most prominent Indian leader, has put the figure at 2,800.

The Moravian Church, to which most Miskitos belong, is serving as an intermediary between the government and Indian commanders.

"Most of the Indian fighters are about to accept a cease-fire," said the Reverend Andy Shoeppen, superintendent of the Moravian Church in Puerto Cabezas. "During the last two years, the government has taken a different attitude toward these people and has started respecting their feelings."

The announcement that Mr. Vanegas and his 400 men would stop fighting represented a victory for the government, which has tried to persuade the Indians to press their demands through political rather than military means.

# Wright Assails Reagan's Latin Policy

**By Joel Brinkley**  
**New York Times Service**  
**WASHINGTON** — The House Speaker, Jim Wright of Texas, who took the unusual step two months ago of agreeing to collaborate with President Ronald Reagan on a peace plan for Central America, has called the White House's latest Nicaragua strategy ridiculous and a creation of "the extreme right wing."

Mr. Wright's caustic remarks Monday were notable because for the last two months he has avoided harsh criticism of the administration's statements on Nicaragua, trying, according to an aide, to give the Central America peace process a chance to work.

Last week, senior White House officials listed demands that they said the Sandinista government must accept if it hoped to forestall a request to Congress next month for \$270 million in renewed military aid to the contras. Among them, Nicaragua would have to stop taking Soviet-bloc military aid, evict Soviet and Cuban military advisers, hold new presidential elections, free all political prisoners and sharply reduce the size of its armed forces.

The demands included several that are not a part of the peace agreement signed by five Central American presidents in Guatemala in August.

Noting the negative reaction to the list by Mr. Wright and others, a senior White House official said Monday: "People here don't see this as a new plan. Really, it's just the Reagan-Wright plan."

He was referring to the joint peace initiative Mr. Reagan and Mr. Wright offered two months ago, just before the Central American leaders concluded their accord.

But Mr. Wright disagreed. He called the White House list "ridiculous demands that violate Nicaraguan sovereignty," adding, "It is becoming increasingly difficult to avoid the conclusion that someone advising the president is trying to torpedo the peace process."

Speaking with reporters, Mr. Wright said it seemed as if "the extreme right wing" had taken over the White House's Central America policy.

A senior aide to Wright said: "That list has nothing to do with the Reagan-Wright plan. It's no longer operative." The Reagan-Wright proposal became more or less irrelevant when the Central American presidents signed their own accord.

The Wright aide said, "The ultimate tragedy will be that if the White House goes through with this it may cause the Guatemala plan to fail."

But the White House spokesman, Martin Fitzwater, said the list of demands "represent our thinking on compliance with the Guatemala peace plan."

Acknowledging that the White House demands exceeded those in the Guatemala plan, Mr. Fitzwater said, "We'll make our own determination of what is acceptable and what constitutes compliance in terms of the range of decisions we have to make in Central America."

Mr. Wright got into conflict with the White House almost immediately after he agreed to sponsor a joint peace initiative with Mr. Reagan.

The same week that the plan was announced, the White House distributed to members of Congress an explanatory 21-point addendum that said, among other things, "it is our understanding that an acceptable timetable for new presidential elections 'would call for prompt national elections, certainly well in advance of the currently scheduled 1990 elections.'"

Mr. Wright said he had never approved or even seen that list before it was distributed and was angered by it.

On Monday, his aide said, "We had long discussions with Secretary of State George P. Shultz and the White House chief of staff, Howard H. Baker Jr., and we all agreed that one nation could not dictate that sort of thing to another."

Mr. Reagan is to lay out his demands in a speech to the Organization of American States on Wednesday, and an official said the demand for new elections was in an early draft of the speech but had since been removed. The official said that "we're not saying now" whether the administration will insist on early elections.

# Panel Would Guide U.S.-Canada Trade Pact

**New York Times Service**  
**WASHINGTON** — To save a free-trade pact with Canada, the Reagan administration agreed that a Canadian-American panel for settling disputes could review acts of Congress and authorize Canadian trade retaliation if those acts "violate the spirit" of the pact, according to officials.

This 11th-hour concession, touching American sovereignty and other details, were disclosed Monday as the administration mobilized to sell the package to Congress while fighting protectionist provisions of an omnibus trade bill now in conference between the two chambers.

The U.S. trade representative, Clayton K. Youtter, said that approval of the Canadian pact would require "a lot of effort" by supporters but also that "this is a package that should sell itself and will sell itself."

The accord, completed after 16 months of negotiations just before a deadline of midnight Saturday, calls for elimination of all tariffs by Jan. 1, 1999, and the reduction of many nontariff barriers. The aim is to integrate the two nations' economies.

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# Dutch Kidnappers Said to Seek Gems

**Reuters**  
**AMSTERDAM** — Kidnappers of a Dutch businessman want half the ransom demanded for his release to be paid in diamonds, the Rotterdam newspaper *Algemeen Dagblad* said Tuesday.

It said the ransom sought for Gerrit Jan Heijn, No. 2 executive of the retail chain *Ahold* NV, was diamonds and cash worth 25 million guilders (\$12.5 million).

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## Tamils Kill 8 Soldiers and 3 Officials

By Richard M. Weintraub  
Washington Post Service

NEW DELHI — Tamil separatist guerrillas killed eight Sri Lankan soldiers and three government officials Tuesday in their stronghold in northern Sri Lanka, in an upsurge of violence that threatened to undermine an Indian-backed peace agreement.

The Liberation Tigers of Tamil Eelam said the slayings were in revenge for what they characterized as the forced suicides of 12 of their men, including two regional leaders, who swallowed cyanide pills Monday as government troops were putting them on a flight from the Jaffna Peninsula to Colombo, the capital.

Officials in New Delhi acknowledged that the two-day toll had dealt a severe setback to efforts of the Indian peacekeeping force in Sri Lanka to bring an end to the

violence that has shaken the country for five years.

Three government soldiers were reported to have been wounded in attacks by the Tigers on two army camps on the peninsula.

"It will take us weeks to try to get back to where we were" in progress toward ending Sri Lanka's ethnic strife, said an Indian official.

Other observers said the sudden surge of violence, including the fatal shooting of an Indian soldier late last week, had placed India's peacekeeping effort in a precarious position.

There were no signs that India was reconsidering its increasingly exposed position in the conflict, however.

"Neither side really wants us to leave," said an official. "There is a lot of pressure for us to act more forcefully, but that is not our style. Once you shoot an arrow you can't

get it back and you can't be sure it will do what you want it to do."

The cyanide deaths at Jaffna's Palaly airbase Monday and the killings of the soldiers Tuesday underscored the fanaticism of the Tigers, the main Tamil guerrilla group, and the difficulties in putting the accord into effect.

Tiger guerrillas, many in their teens, often wear cyanide capsules and vow to commit suicide rather than be taken alive. Very few have ever been captured.

A peace agreement signed two months ago by President Junius R. Jayawardene of Sri Lanka and Prime Minister Rajiv Gandhi of India brought hopes of an end to the bloodletting between Sri Lanka's majority Sinhalese community and its minority Tamils, whose guerrillas have been fighting for a separate Tamil state.

Indian officials say they have succeeded in getting Tamil guerril-

la groups to turn in much of their weaponry, including most of their machine guns and mortars.

"They no longer have the capability of carrying out guerrilla warfare," said an official.

Yet a spate of small-arms attacks, many by one Tamil group against another, has left Sri Lankan authorities nervous.

In addition, the Tigers refused to endorse the peace accord until about a week ago, when they agreed to cooperate in forming a joint governing council for Sri Lanka's Northern and Eastern provinces, as called for under the accord.

Within a day, however, the group's leadership withdrew its endorsement of the makeup of the provisional council, drawing sharp criticism from Colombo and New Delhi. The action also opened the door to renewed violence.

Before Monday, the surge in violence was mostly in Eastern Province, which is divided almost equally among Sinhalese, Tamil and Moslem Sri Lankans. Recent attacks there included four on Indian peacekeeping units, apparently by government irregulars or local police.

When 17 of the Tigers were taken into custody on a boat off the Jaffna coast, it became a test of the peace accord and the three major players under it: India, the Sri Lankan government and the Tigers' leadership.

Sri Lankan authorities insisted that the boat was carrying heavy weapons and was illegal under the agreement.

The Tigers insisted that their men carried only personal weapons, tacitly acceptable in the short run under the accord. They said the men would commit suicide if the Indian peacekeeping force allowed the government to move them from the main government base on the Jaffna peninsula, which is also the main Indian Army headquarters for Sri Lanka.

"If our cadres and leaders are allowed to die," a spokesman for the group said, the Tigers "will not be bound to observe the cease-fire and cooperate with" Indian troops in "maintaining peace in the Tamil areas."

Just how the suicide scene occurred Monday remains unclear.

On Tuesday morning, according to reports from Colombo, the Tigers informed the Sri Lankan Army that the bodies of eight soldiers could be found at the Jaffna bus station. The soldiers had been captured March 23 at an outpost near the town of Jaffna.

Later, a police constable was reported killed in the town of Vavuniya, and the manager and deputy manager of a government-owned cement plant on Jaffna's northern coast were gunned down in their offices.

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## 130 Killed in Uganda Mystic's Force

Reuters

KAMPALA, Uganda — Hymn-singing followers of a rebel priestess launched suicidal attacks on Ugandan troops on Monday and 130 were killed, government field commanders reported.

The followers of the priestess, Alice Lakwena, died like hundreds before them — charging into battle in eastern Uganda smeared with a magic ointment they believe protects them from bullets.

More than 500 members of Miss Lakwena's Holy Spirit movement are reported to have been killed in the last four days, and tallies of the dead in the rebellion total several thousand.

But Miss Lakwena, who is described by Ugandans as a beautiful and devout prophetess in her early 30s, still has an army of at least 5,000 in the field.

A Defense Ministry statement, carried by the Uganda radio, said the army killed 280 rebels from the Holy Spirit Movement in a major battle in the southeast on Friday.

Kampala press reports said the priestess broke

through an attempt to encircle the remnants of her force, taking with her a long-range field gun hauled by donkeys.

The Roman Catholic newspaper Munno said villagers burned 12 rebels alive and clubbed others to death. The Defense Ministry appealed to villagers to take prisoners.

The fighters, all drawn from the Acholi tribe of northern Uganda, believe that the priestess is a living saint and a powerful sorceress. They go into battle poorly armed and fight with their trousers rolled to the knees.

More than 1,000 of them have been killed in suicidal attacks on government positions in eastern Uganda this year.

The government has not disclosed its own casualties, but reporters who visited the battlefield put the number of army dead at 26.

Several more conventional guerrilla groups oppose President Yoweri Museveni's government in northern and eastern Uganda, but the Holy Spirit Movement has taken the brunt of the fighting.

## Bucharest Political Shake-Up Widens

Reuters

VIENNA — President Nicolae Ceausescu, demanding an overhaul of Romania's sagging economy, has reshuffled his ministers and ordered expulsions from the Communist Party Central Committee.

Mr. Ceausescu blamed arrears and failures on bad management.

"It is therefore necessary to change completely the work style and methods in all sectors of activity," Mr. Ceausescu told the Central Committee on Monday, the Agencepres news agency reported.

Romania has succeeded in halving its debt to the West, to \$2.5 billion, since 1981. But the drive to cut the debt led to austerity that is among the harshest in East Europe.

There are shortages of heating fuel and food, frequent power cuts and, after disappointing five-year plan results for 1981-83, exports slumped by 11 percent last year.

Mr. Ceausescu, in power for 22 years, has shown no enthusiasm for the reformist policies of the Soviet leader, Mikhail S. Gorbachev.

Since a visit by Mr. Gorbachev in May to urge greater openness and change, the Soviet media has given frank coverage to hardships faced by Romanians.

At least 18 ministers have been dismissed or reshuffled in the past five weeks, Western diplomats said.

That is a high number even for Romania, where Mr. Ceausescu often rotates senior officials in a policy

that he argues helps them to perfect their work.

The changes appeared to take on a new complexion when the interior and justice ministers were replaced at the weekend. Most reshuffles had been in energy and other economic sectors.

The former state security chief and deputy interior minister, Tudor Postelnicu, replaced Interior Minister George Homostean, and Maria Boba, formerly deputy minister of justice, took over from Gheorghe Chivulescu as minister.

"Those are more than the usual merry-go-round," a diplomat said. "It's big news, but how exactly to read it is premature."

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Herald INTERNATIONAL Tribune

The Real Story on Jobs

Unemployment in the United States... The administration certainly can take credit for keeping a heavy foot on the fiscal accelerator...

enough work without overheating prices. New America's luck has turned. New entries to the labor force are falling and most workers displaced by imports have found other jobs.

Reach Out to Mozambique

The fate of struggling, bereft Mozambique may not weigh greatly in the geopolitical scales, but this former Portuguese colony has become the object of an intense ideological tug of war.

Reagan and conservatives to his right. As a country where an ostensibly anti-Communist resistance is going on without American backing, Mozambique has become a symbolic cause for hard-core conservatives.

Diplomacy at a Discount

Unless Congress decrees otherwise, the United States soon will be closing 15 overseas diplomatic posts, including two embassies, and laying off 1,300 employees from a State Department payroll of 22,000.

has disproportionately cut State Department operations overseas compared with overseas missions of other departments that employ 70 percent of U.S. personnel abroad.

Free Trade Has Its Risks

At the last moment, President Reagan and Prime Minister Brian Mulroney wanted a free-trade agreement badly enough to take risks. They were right to do it, for this agreement can bring important benefits to both countries.

modities that are the substance of trade policy. But the most difficult of the differences seems to have been resolved ingeniously. Canadians do a lot of subsidizing, but much of it is irrelevant to exports.

A Troubled Maghreb Looks Past Bourguiba

By John K. Cooley

LONDON — When President Habib Bourguiba drank a glass of orange juice at high noon in the holy city of Kairouan one day some 25 years ago, it was one of those simple acts that can change history.

The real struggle in North Africa today is economic, not religious; it is about survival.

Mr. Bourguiba's most formidable opponents, has not been made a martyr. Still, the United States and Western Europe soon will have to face the consequences of Islamic resurgence throughout the Maghreb, or Arab West, as the Arabs call it.

They May Starve in the Dark This Time

By Jonathan Power

LONDON — Once again we are reading about serious crop failure in Ethiopia, Angola and Mozambique. The way the Western world works, this will not be a hot issue until television decides to make it one, and television is tired of Africa.

was delayed for a month and a half while visas were negotiated. British networks, with smaller and more mobile crews, had been taking more interest for some time. Michael Buerk, the BBC correspondent in Johannesburg, did a filmed report from

Judge-Bashing Is a Hazardous Game

By David S. Broder

WASHINGTON — The victory that liberals owe Justice Bird, who will be blocking Judge Robert Bork's elevation to the Supreme Court, could be an expensive one. The game of judge-bashing, which they learned from their opponents on the right, ultimately profits no one.

judges themselves were out-of-the-ordinary individuals. Justice Bird, the first woman to serve on the California Supreme Court, was appointed by Governor Edmund Brown Jr. By the time she faced the voters for confirmation, Mr. Brown was out of office and out of favor.



Robert H. Dumpty sat on a wall...

History has been marred by moments when a passion seizes the people and goads them to demand extreme action. Genuine conservatives, from James Madison to Robert Taft, and genuine liberals, from Thomas Jefferson to William Douglas, have understood that in such moments, the majority will howl that the offending person's or group's property be seized or their liberties suspended.

1912: Treaty Is Reached GENEVA — Italy and Turkey have reached an absolute agreement on the principal points of a treaty. They are:

OPINION

The French Grow Fond Of Stability

By Flora Lewis



Habib Bourguiba by Douille.

PARIS — The French campaign for next spring's presidential election may well confirm a watershed in the history of republican France two centuries after the revolution.

The crops have failed and people will die without new aid, but TV is tired of Africa.

Ethiopia in July. It deeply affected British viewers and helped raise \$10 million for the relief agencies. Mr. Buerk returned to Ethiopia in October after his bosses phoned him in Johannesburg to say that the rival commercial channel was preparing a feature on famine in Africa.

100, 75 AND 50 YEARS AGO

1887: Russia and France PARIS — The Figaro publishes a dispatch from Dunkirk giving details of the speech by Grand Duke Nicholas of Russia. The text is: "France is doing well. Nevertheless, she shows much good sense in not allowing herself to be excited by the continual provocations of her neighbor. She must continue to make ready and to perfect her armaments, while turning her soldiers into such heroes as by their great feats of arms they have made a name in history. Russia, on her side, is not inactive. Her principal aim is to destroy the influence of Germany... Before long our Government will be entirely composed of men whose sympathies are French. Until that time, let France remain calm..."

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OPINION

# At Last, for Steinem's Ms., Money to Go With Respect

By A.M. Rosenthal

NEW YORK — Two men are sitting in a restaurant. They see a couple of women they know at another table. One of the men gets up, walks over and says, "Say, what are you two girls doing here alone?"

The preview issue of Ms. magazine was supposed to come out sometime in the winter, but the editors were not sure exactly when it would be ready. So to be safe they put SPRING on the cover. It came out in January, right on time.

That was in 1972. Since then Ms. has been printing on time every month, great-

Ms. Steinem did not create feminism, a statement with which both she and her detractors would agree. Betty Friedan, whose writings were a large part of the intellectual inspiration for modern American feminism, has been rewarded by hostility and incense from much of the women's movement. She and Ms. Steinem have nothing to do with each other. Feminism has as many rivalries and self-defeating feuds as any movement. It is not played with beanbags.

But Ms. Steinem became a kind of brand-label for the movement, instantly recognizable throughout much of the world. Much that is printed about her attributes her fame largely to her appearance. Nonsense; many women are attractive and chic, but they do not achieve international reputation. There must be something more; there is.

I have known Ms. Steinem since my reporting days in India, where she was studying on a scholarship. Many of her political opinions, the people she admires and her romanticism about the Third World normally would give me hives.

But she is wonderfully good to talk and argue with. There is an intensity and sharpness of mind, but also a civility of discourse, an ability to explain and teach, that come across in a living room or a lecture hall. That ability to differ strongly without assuming enmity has made her valuable for the movement, outside as well as within. She reminds me, in those traits, of William F. Buckley, a thought that I trust will test the equanimity of both.

Like other feminist leaders, Ms. Steinem thinks more about what remains to be done than what the movement has accomplished. She says the day will come when women's organizations are not needed — in about the same time as men have banded together, 10,000 years more or less.

But even short of that day, the movement has accomplished enough so that young women, its chief beneficiaries, take what it has won for granted.

One of the gains is the ground won by Ms. Friedan's teachings that the road a woman chooses is right as long as she is free to choose it herself.

One important current case: There are feminists who criticize Elizabeth Dole for campaigning for her husband instead of staying in the cabinet. But it was her choice, and she is campaigning as a politician for a politician. She may do at least as much for the political power of women in the United States as for the senator from Kansas.

Ms. Steinem might debate that. But there is no debate that she and Ms. are part of feminist accomplishment. The reason that people can laugh when she tells the story about the man in the restaurant is that women like Ms. Steinem have made it seem so long ago.

The New York Times



# From a Bookstore Window, A View of Drugs and Guns

By Colman McCarthy

DETROIT — Men of action who are men of thought are rare. Edward Vaughn is among the few. He has been an executive assistant to Coleman Young, the mayor of Detroit, since 1982. He is the door to Mr. Young's office, the hinges of which shake daily

city riot that took 43 lives and destroyed 1,300 buildings. Mr. Vaughn has owned and run what is now considered the oldest bookstore in America, an intellectual passion that he indulges with regular journeys to West and East Africa.

This afternoon he is in northwest Detroit on Elijah Muhammad Boulevard, explaining the lay of the land. "In the middle of this block," he says, "is the mosque where Malcolm X was once minister. That was in the early 1960s."

As he tells stories of local heroes — from the singer Aretha Franklin, whose father was a minister, to the Reverend Martin Luther King Jr., who was a regular visitor to Detroit's churches — he also remembers black writers like Jean Toomer, Claude McKay and T. Thomas Fortune. He has sold their books for nearly 30 years, becoming sold himself on the belief that passing on black culture to Detroit's young is as important as anything he does for the mayor.

Though large, Mr. Vaughn's contribution is but a drop of water in the city's deep well of chaos. Motown is now Gun-town. Schools are shooting-galleries. Fourteen teen-agers were shot and killed over the Labor Day weekend. Forty-three died in 1986, with 363 wounded. This year the death rate has increased.

"Drugs," says Mr. Vaughn, "are the major problem. If drugs were eliminated, we wouldn't have much of a problem. It's not so much that the kids get hooked on drugs. They sell them."

"This is the first city in America that I know of," he adds, "where kids were brought in to sell drugs."

Mr. Vaughn did not learn this by reading reports on the drug crisis. He saw it through the window of his store, beginning in the mid-1970s.

As drug selling increased, book selling decreased. Some years, Mr. Vaughn had sales of \$500,000. When the gross went below \$20,000, he entered politics. In 1979 and 1980, he served in the state legislature. Before that, he taught African history in Detroit universities.

Mr. Vaughn recalls that the mid-1970s was also the time when schools began to lose interest in the teaching of black history and culture in high schools and colleges. And, he says, political erosions were occurring: "the moving away by the federal government of programs designed to help the black community."

In the early '70s after the fires were put out in Detroit, Los Angeles and other cities, black pride was used as a social force. Edward Vaughn believed in it and built a small business around it. His store was able to compete in the marketplace against every business but the drug business. When the handguns come out and are fired in the war over drug profits, not only teen-agers are being killed off. Books and ideas are dying, too.

Washington Post Writers Group.

MEANWHILE

because Mr. Vaughn's work includes handling all constituent complaints, all police complaints and appearing at all public meetings with Mr. Young.

When all the ails are added, he still has room for another life — the bookman's. Since 1959, which in Detroit's measurement of time means eight years before the

borne out by his statements and judicial record. William Safire has confused "conservative" with "reactionary."

KEITH ERVIN, Paris.

Judge Bork objects to the Supreme Court decision in Griswold vs. Connecticut on the ground that he can detect no guarantee of the right to privacy in the U.S. Constitution. I would have thought that the use of contraceptives in the privacy of one's home was protected by the right to "liberty and the pursuit of happiness."

GRANT BROWN, Oxford, England.

The Reality of Race

I can't get my mind off Anthony Lewis's opinion column, "For the American Far Right, Black is Red" (Sept. 21). It should change some readers' views. Unfortunately, it will not. Disraeli said it all a long time ago: "The only truth is race. There is no other."

After years of watching Californians vote on various initiatives, I've reached the point where I believe that if a secret ballot were held on the issue "Should blacks be returned to slavery?" there would be a two-thirds "yes" vote! The Falwells and Helmses take advantage of this to get money and votes.

What can be done? I don't really know. Change will be long and painful.

FRANK BRADLEY, Melbystrand, Sweden.

Letters intended for publication should be addressed "Letters to the Editor" and contain the writer's signature, name and full address. Letters should be brief and are subject to editing. We cannot be responsible for the return of unsolicited manuscripts.

LETTERS TO THE EDITOR

In the Light of History, Bork Casts a Revisionist Shadow

Celebrating the anniversary of a document, even if it is the "sacred text" of the most wonderful form of self-government yet invented, is odd. If I had been home I would not have traveled to Philadelphia for the parades and oratory. Such activities do not summon the appropriate sense of reverence or gratitude. By good fortune, however, I was invited, beginning on Sept. 17, to attend a three-day colloquium on "The Theory and Practice of Constitutional Government" in the Palais de Luxembourg, the splendid Paris quarters of the French Senate. The hall echoed with the thoughts of great men of the Enlightenment, as American and French scholars engaged in theoretical discussions that transported this listener back in time.

One nagging thought, however, pulled me toward the present. I could not forget, as I sat listening to the strains of constitutional history, that the Judiciary Committee of the U.S. Senate was listening to a different voice on the subject of the intentions of the framers and the meaning of the U.S. Constitution — the voice of Judge Robert Bork.

There was little in Judge Bork's view that reflected the importance of the judiciary's role in maintaining the division of powers which Madison and Montesquieu before him, deemed so crucial. Nor did he seem to recognize that the liberty of individuals, the security of which Jefferson and later the framers considered the primary purpose of government, could not be guaranteed by any set of words alone but required institutional and procedural protections. Nor did he seem to appreciate the perceptivity of another French observer, de Tocqueville, who noted that the unique contribution of the American Constitution was that those institutional and procedural norms were to be established and preserved by an independent

judiciary; a judiciary which is indeed political not only because it finds its power in the supreme political document but more fundamentally because its original and enduring role is to preserve individual freedom even against the will of democratic majorities.

In our time this has meant that the U.S. Supreme Court has opened the way for racial integration in schools and workplaces; has helped to enfranchise large segments of the citizenry previously excluded by malapportioned districts, property requirements or literacy tests; has made it possible to reduce discrimination in public accommodation, the workplace and housing; has resisted the tendency of religion to intrude into government's secular functions; has exposed and eliminated some of the diverse forms of sex discrimination in American society; and, to a degree, has shielded individual autonomy against the imposition of the moral judgments of politically powerful groups.

Each of these developments has occurred through the traditional judiciary process of elaboration of the text and case law of the Constitution. Most of these developments have been embraced by society and incorporated in state and national legislation; none has been rejected by lasting majorities. Yet every one of these advances, at one time or another, has been opposed by Judge Bork.

When one is privileged to reflect upon the Constitution in the light that history sheds, a light that reveals not just words but the enlightened concepts of its authors, French and American, then one realizes that Judge Bork is a constitutional revisionist.

There is every appearance that the Senate, in the exercise of its constitutional role, realizes this and will say "no" to his nomination. If it does it will demonstrate that as America enters the

third century of constitutional rule the true voice of history still speaks to us.

ARTHUR L. BERNY, Geneva.

The writer is a professor of constitutional law at Boston College.

Regarding the opinion column "Free Speech: It's Bork Vs. Tradition" (Sept. 4):

Anthony Lewis asserts indignantly that Judge Bork "wants to tear up settled understandings of the U.S. Constitution, root and branch."

Mr. Lewis had quite a different attitude in the Alan Bakke case in the '70s (in which Mr. Bakke, a white man, claimed "reverse discrimination" after being denied admission to a California medical school; the Supreme Court ruled he must be admitted). Then, he was against "legal absolutes." I quote from his column of Sept. 22, 1977: "In an often lawless world, it is good that Americans thirst for principle. But we put too much on even our remarkable judicial institutions if we ask them to reduce shifting and indefinite social problems to legal absolutes."

K.H. HECHT, Solna, Sweden.

The question about whether there is "a right to privacy" established by the U.S. Constitution should be turned on its head. The point is whether the Constitution takes away from the individual his or her right to privacy, which is a natural one, and gives a right to intrude upon it to some other party.

ELIZABETH YOUNG, London.

Regarding the opinion column "And in the Opposite Corner, A Senator Out of His Depth" (Sept. 22):

Judge Bork is not being "bespattered with charges of racism, sexism, hypocrisy and dishonesty"; these charges are

For Wives, It's Different

ELIZABETH DOLE resigned to help her husband campaign, though he will keep his Senate seat. "It's somehow different for wives," the transportation secretary said. By resigning, she reinforced the inquiry. She assures us there was no suppliant pillow talk. Instead, the unchanged conventions of society directed her to abandon her professional autonomy and live up a job she says she loves. The odds are Mrs. Dole won't get to the White House. She has provided a sad example for working wives.

—Jean Baker, a history professor and biographer of Mary Todd Lincoln, writing in the Los Angeles Times.

# A first-class gift idea from Swissair.

Opportunities to give pleasure are often easier to find than the appropriate gifts to go along with them. So if you're looking for a unique and exclusive way to reward a deserving employee, good friend or even yourself, why not do it with a touch of class? That is, with a First Class Swissair ticket. Offering entry into their luxurious world above the clouds to over 100 dream destinations the world over. A loftier gift idea just couldn't be imagined.



ARTS / LEISURE

Rise of the Byblos Woman

Compiled by Our Staff From Dispatches MILAN—Milan seems to have discovered the fountain of youth.

Gone are the days of classic tailored clothing that put this staid northern Italian industrial city on the fashion map, replaced by clothes so young and sweet they could be his at a kid's birthday party.

Springtime romance and freshness permeate the runway of the Trade Fair Center where the top Italian designers are presenting their spring-summer 1988 ready-to-wear collections this week.

It is hard to imagine next summer's Milan lady anywhere near the office in her ruffled miniskirt, spiked heels and short bolero jacket to reveal plenty of bare midriff.

Perhaps less eye-catching, but no more practical for city life, are the myriad of short chintz party dresses in delicate floral prints, with hooped skirts and demure puffed sleeves and such accessories as tiny white gloves, corsages and straw sunhats.

Best at this look were two romantic Englishmen, Keith Varty and Alan Cleaver, who designed the Byblos collection.

The Byblos woman has never heard of the industrial revolution or the feminist movement, and like her turn of the century counterpart, strolls blissfully through the park—symbolized on the runway by a peach colored willow tree—in floral printed party dresses and wide brimmed straw hats laden with silk roses and complete with heavy face veil. She wears long gloves and her hair is pinned up in back by a floral barrette.

As an extra party favor, Byblos offered a series of gaily colored, super short full skirted linen dresses in bright fruit shades, which were paraded down the runway to a 1950s hit tune "Lollipop."

Karl Lagerfeld for Fendi also

adopted the party line in full petticoated floral print minidresses with oversized puffed sleeves, and matching wide-brimmed hats. The facetious designer, however, completed the outfit with white knee socks and white sneakers with bright lipstick red laces: the new Fendi warm weather color.

Along with the chintz floral patterns, Lagerfeld favored youthful taffeta plaids, and cheerful garden colors for his miniskirts and dresses.

Tai and Rosita Missoni paired short snug jackets and waist-length summer-knit cardigans with bubble skirts, tiny tubes and shorts.

The Missonis are famous for the way they put colors together. This time they combined soft old rose with violet, lemon yellow and chartreuse and dark blues and greens with a rusty terra cotta.

The models wore lace stockings with flat sling-back shoes, pigtailed down their backs and versions of the flat-brimmed Chinese coolie hat but the Missoni prints often had more of an Aztec look about them.

Romeo Gigli has developed his own style, which involves clothes in stretch fabrics that are fitted so snugly no bulge goes undefined. Short tight tops bare a sliver of flesh at the midriff. Still, his newest blouse falls from small, natural shoulders and billows out around the hips. He says the shape reminds him of an upside-down flower.

The blouse is usually shown with pants, and, in fact, his collection has quite a number of pants. They are also shown with either snug or oversize jackets.

Why so many trousers this time, Gigli was asked. "Because I don't like pouf skirts," he answered.

His models look less dreamy than they did in earlier shows. Their hair is slicked back into knots and anchored by many silver-colored



The Byblos look for evening (left) and daytime.

headbands, combs, and barrettes, all worn at the same time. They look more assured, and so does the designer.

The big question is: Who can wear such youthful attire? "It's not enough to be young at heart," said a buyer for a New York boutique. "You have to have a young body and face to match."

Said Lagerfeld of his new collection: "It is intended to give women permission to misbehave."

Three Plays By Dramatist Of Promise

By Sheridan Morley International Herald Tribune LONDON — Sam Walter's Orange Tree in Richmond has long been among the best and bravest of London's fringe theaters, and with "Definitely the Bahamas" he establishes Martin Crimp as a dramatist of considerable promise. Hitherto best known for radio

THE BRITISH STAGE

scripts, Crimp is evidently aware of his proximity to another master of the unspoken threat, Harold Pinter, who also started out in radio.

He gives at least one of his three new one-act plays "A Kind of Arden," a distinctly Pinteresque label, while the second, "Spanish Girls," has a program quote from Pinter, and the title piece seems strongly evocative of "A Slight Ache," as a suburban domestic haven is invaded by a mysterious stranger able silently to uncover its ghastly marital secrets.

Yet Crimp has his own dramatic paths to chart, and they are wonderfully followed by Alec McCowen, who has directed the trilogy for the stage but not been afraid of its radio origins and the correspondingly long, motionless stretches of dialogue.

In the first play a young married couple (Amanda Royle and Rob Edwards) on holiday in the Caribbean strike up a poolside conversation with an older woman (Hether Canning), in the course of which it becomes clear that her husband is dying of something unspeakable indoors and that the young man, already proud of having had his wife sterilized, is unincensed to do anything about it.

In the second play, Edwards is the son of a Holocaust victim going to Spain to confront a dying Nazi war criminal (John Moffatt in the performance of the evening) only to find little more than an old man in love with his garden and horrified by the new skyscraper across the road.

In the last and longest play, Moffatt and Canning are a middle-aged married couple able only in passing to refer to the violence that lies just out of range of the family snapshots.

All three scripts suggest a brittle,

random, quirky gift for sinister anecdotes and veiled insults. All are interlinked by themes of domestic cruelty and social bigotry. These bickering, semi-detached, inconsequential chatters are laced with the acid of real hatred and the blood of marriages in decay.

Crimp is a writer to watch or at any rate overbear, and it would be good to find his talent for sunbaked desolation turned next to ward a less fragmentary full-length plot.

At the Everyman in Cheltenham, Warner Brown's "The Prospero Suite" is a stunningly, if uncharacteristically terrible, little play that sets out from an intriguing and partly factual premise, though its faintly documentary base is nowhere acknowledged. Several years ago, a distinguished and aging British film director appeared in front of a gathering of New York movie critics who were so savage in their damnation of his current production that he was unable to make another film for several years. When he did eventually return to them with a new film after more than a decade in self-imposed exile, it was generally acclaimed as a classic and the very same American critics, gathered now to honor a genius, seemed more than somewhat amazed that he had taken their previous assassination so very much to heart.

Brown's drama wonders vaguely what might have happened in the years of enforced semi-retirement, and tries to deal with a vast range of allied questions about critical integrity and artistic inspiration. The setting is a New York hotel room only slightly less spacious than Westminster Abbey and furnished in much the same way.

There we are introduced to the director (James Greene, looking suitably ghostly), his tycoon mother (Hazel Douglas, looking about old enough to be his second wife), a long-suffering secretary (Diana Payan), a bitchy critic (Beth Ellis) and various other hangers-on all of whom wear the glazed smiles of actors who have read the rest of the script and therefore know ahead of us that it isn't going to get any better.



John Moffatt in "Spanish Girls."

In a series of rambling, echoing and vastly portentous speeches Brown sets up the notion that great artists ought to be allowed to make masterpieces without interference, and that critics ought to be kept in their place, this last a theory I wholly endorse if it means somewhere well away from disasters like "The Prospero Suite."

Halfway through its first scene the author seems to have realized that there may be a certain lack of activity here, so we then get an offstage suicide, some tricky juggling with time present and time past, and a lot of arch references to old Hollywood movies.

If you locked someone up in a darkened room for several weeks with nothing but "Sunset Boulevard" and "All About Eve" for company, this is very possibly the kind of nightmare plot that might emerge. It is mainly notable for lines like "It takes it out of you, being a genius," as well as a breathtaking failure to realize that an anecdote which might have made a couple of useful paragraphs in a critical autobiography is not automatically the stuff of a two-hour stage debate that seems to drag on for several days.

John Doyle directs a long-suffering cast on the principle that if they move around a lot and start occasional games of chess, we might get distracted from some of the more inane and arch stretches of the dialogue. Cheltenham has an enchanting and well-run theater, but if it puts on many more plays like this it will also have an empty one.

Upstairs at the Royal Court, Gregory Motton's "Ambulance," is one of those scripts the management periodically enjoys staging in order to remind its affluent and

trend-setting audiences about the nature of true suffering.

Until you have watched eight actors on an empty stage crashing into each other while performing a ritual dance of death, you have no idea what it is like to spend an evening in the company of a writer who wants to say something about inner-city personal decay but has yet to decide quite what. Accordingly we get a lot of the agony as a night community of derelict drunks, addicts and loonies faces up to the occasional medical raid, but none of the character insight or communal drama that might have led to a coherent comment. Where O'Casey's people lay in the gutter and gazed at the stars, Motton's lie in the gutter and gaze at the gutter. They are allowed a kind of bleak poetry ("You know what beauty is? There isn't any") but much of it, like the play, desperately needs editing and shaping while the characters seem to have been assembled as case studies rather than real people.

This lines of plot concern a mad mother's search for her missing baby and a vague desire to clean up people as well as neighborhoods, but in this urban English "Lower Depths" there is the constant feeling that both the playwright and the director (Lindsay Posner) would perhaps have preferred to have been out there with a documentary unit filming the real horror instead of having to re-create it in artificial studio-beater conditions. Sketchy, fragmentary dialogues and an occasional shriek of random despair add up to a reminder that underneath the arches of Thatcher's Britain a lot of people are mentally and physically more dead than alive, but still not to a recognizable play.

DOONESBURY

5-5-501 WITH 13 MONTHS TO GO, IT'S TIME TO GO DOWN, WITH JESSE JACKSON ON DECK, DECK!

AS WE ALL KNOW CHARACTER IS A TERRIBLE THING TO WASTE! SO WHERE DO I STAND? DO I HAVE A CHARACTER P.P. PROBLEM? NO WAY, SAN JOSE!

IF THERE'S ANYTHING WE CAN ALL AGREE ON, IT'S THAT I'M A C-G CHARACTER! HA! I LAUGH A MINUTE FOR JUST PENNIES A DAY, DAY!

ACK! CAUGHT QUOTING MYSELF! OOPS, DID IT AGAIN!



Advertisement for Genny featuring a large black and white photograph of a woman in a patterned sweater, a stylized signature 'Genny', and contact information for Genny USA Inc. in New York and Paris.

# MARTINI & ROSSI INTERNATIONAL

## A WORD FROM THE COUNTRY

## BACK TO THE SOURCE

**C**OUNT Gregorio Rossi, who has tasted one of the 300 different beverages manufactured by Martini & Rossi, sat the morning reviewing a new Martini advertising campaign at the company's offices on the Champs-Élysées in Paris. Rossi, who was born in Torino 50 years ago and now lives between Italy, Paris and Spain, expressed concern about the need to maintain Martini's family public image. He requested the modifications in the to-be-released presentation, discussed legal ramifications with the corporate lawyers and then chatted about the company which his family founded in the mid-19th century.

### What do you think the word Martini means to people?

Whether they drink Martini or not, people usually have a positive reaction when they hear "Martini" because of our trendily publicity and highly visible sponsorship activities.

Many people know that Martini is a light, wine aperitif but few realize it is the best-known product of the General Beverage Corporation (GBC), a multinational company specializing in the production and distribution of alcoholic and wine beverages.

And few consumers are aware that many other products — Porto Offley, St. Raphael, Noilly Prat, William Lawson's, Cognac Gaston de Lagrange and Vodka Eristoff — belong to a private parent company with over one billion dollars in annual sales.

We are a global concern and Martini's evocation of both the exotic and convivial is an ideal corporate symbol for a multinational company with Italian roots.

### Why haven't you taken General Beverage Corporation public?

A lot of bankers and folks want us to go public and it is a fashionable and seemingly profitable operation these days but we don't want to make this move because we have developed sufficiently not to need outside capital. And we do not want to be compromised for the time being by the constraints of having to answer to public shareholders. We prefer to be fast-moving, flexible, and independent.

### Are you planning more acquisitions or new market developments?

Our strategy is to build or acquire international brands within the alcoholic drinks sector. We want good name brands with a long-term future and our past acquisitions indicate the type of well-known companies we seek to purchase. Once we have a particular product in our stable, we use our marketing, commercial and distribution machine to best position and sell it. We currently lack a champagne and may make further acquisitions in the wine sector.

The products we have acquired are still increasing market penetration and we would like to make all these brands as popular as Martini. This requires a well-orchestrated mix of marketing and the distribution of good, irreproachable products. We are forming acquisitions to speed this process. For example, earlier this year we began using Bacardi Imports as our distributor in the U.S.

### What is Martini & Rossi's principal challenge during the next five years?

We hope to maintain our steady progression of five percent annual growth in volume and ten percent in sales. We want to continue improving our dynamic and innovative management structure. And we must keep producing high-quality products backed by a vast promotional effort and an expanding distribution network.

— Joel Stratte-McClure

# making life exceptional!



**A** MYRIAD of exciting aromas — including mint, caramel and some of the two hundred herbs and spices mixed and macerated to create the vast array of Martini & Rossi products — linger everywhere at the company's 15-hectare facility near Torino. And Emilio Marocco, one of the firm's managers, instantly identifies every one of them as he strolls through buildings where a variety of beverages are manufactured, bottled, stored and shipped.

This area of northern Italy has been a production center of mixed wines, vermouth and liqueurs since the Renaissance. Today, four million cases of different beverages are produced here yearly by 300 employees, making this the largest of Martini's 23 production sites throughout the world. Fifty percent of the output is sold in Italy while the remainder is shipped to countries where there are no local production facilities, like the United States and Canada.

The facade at Martini & Rossi's traditional two-story Piedmont villa is decorated with the corporate name and the installation is like a small city, containing its own herb garden and a street named via Roma. Walking through the complex, with its surprising smells and intricate machinery, is a bit like being a kid at a chocolate factory. The calm of the sedate company town with a population of 500 is interrupted only infrequently by the Rome to Paris train.

A tour of the site ranges from the manufacturing and bottling of the world's most popular fruity sparkling wine, Asti Spumante, named after the nearby town of Asti, to the herbal room which contains the secret blend that makes Martini Martini. In a laboratory, technicians are checking the quality of Vodka Eristoff, China Martini and other Martini & Rossi products.

"Quality and control at every step of the production process are the key to Martini's success," Marocco explains, berating a visitor he can taste the freshness of aromatic Muscat grapes in a just-opened bottle of Asti Spumante.

But the large wood and steel storage containers, high-tech bottling machines and quality control laboratory vividly contrast with a stunning subterranean Martini museum that attracts 30,000 visitors a year.

Located in the renovated brick-lined cellars, the 18-room museum opened in 1960 and initially included artifacts assembled by Lando Rossi di Monteleza. Today its 500 Etruscan, Archaic and Apulian objects, collected with the assistance of the Italian Department of Culture, trace winemaking from the seventh century B.C. to the present.

The oldest objects in the museum, which emits only a slight hint of must and aromatic herbs on rainy autumn days, are Apulian "olpi" used for pouring wine and decorated in early Geometric design on terra cotta.

One room is devoted to wine presses, including those of Pliny and Caro which were in wide use until the first century. Another chamber features ornate and colorful agricultural carts employed to transport grapes during 18th-century festivals.

"The museum gives a touch of Dionysius to contemporary Martini & Rossi," explains Marocco, as he taps one of the old wooden casks and points out a bust of Bacchus.

After the tour, visitors are taken to an expansive room where barman Giuseppe Finello, once he ascertains that they are not spying for a rival, mixes his latest creation. On the wall are plaques showing prizes that Martini won decades ago in St. Louis, Budapest and Dublin. And behind the bartender are the wide range of drinks elaborated by Martini today.

"The beauty of the latest exhibits in our museum," Marocco says, pointing to the wall of different beverages, "is that they have great value but can still be consumed."

— Joel Stratte-McClure

## BRINGING BEVERAGES TO THE WORLD

**G**ENERAL Beverage Corporation, a holding company whose chief asset is the Martini & Rossi beverage empire, is completely private and not likely to become a symbol on any stock exchange. Count Gregorio Rossi, a managing director of the Group and member of the Rossi di Monteleza family, descendant of the original founders of Martini & Rossi, explains that the corporation does not require external financing and its shareholders intend to keep GBC completely in their hands in order to maintain independence and flexibility.

Yet GBC has become a \$1 billion company with 4,200 employees manufacturing and selling over 30 products through 80 subsidiaries and affiliates in 25 countries. The Group, a holding company, is run by GBM (General Beverage Management), whose managing directors are Count Gregorio Rossi and Marquis Gianluca Spinola, assisted by Maurizio Librario and Fernando Piquet. Analysts agree that GBC's prowess in the competitive wine and spirit industry is largely due to the distribution network it

commands. Indeed, GBC companies combine to form an international production and distribution system that would be difficult to rival. Thirty-two million cases, or some four hundred million bottles, of beverages manufactured by Martini & Rossi are sold each year. And besides giving the group a solid strategic direction, GBC, through its specialized subsidiaries, provides overall marketing, technical, financial, administrative and data processing services.

All this is a long way from the origins in 1863. Then three partners — Alessandro Martini, Teofilo Sola and Luigi Rossi — took control of an established 18th-century firm in Torino, Italy, which had been producing vermouth, a wine that incorporates aromatic substances and bitter plants.

The new owners moved the headquarters to Pessione, today only a thirty-minute drive from Torino, to be closer to the port of Genoa. They almost immediately extended their business throughout Europe and to

Brazil, Argentina, the United States and other countries.

The name Martini & Rossi dates from 1879 when Teofilo Sola was bought out. Though Martini & Rossi is the most prominent brand name in the eyes of the general public, other companies under the GBC corporate umbrella include William Lawson's Scotch Whisky, Glen Deveron Single Malt Whisky, Cognac Gaston de Lagrange, Noilly Prat, St. Raphael, Boston Gin, Vodka Eristoff and Porto Offley.

"Our strategy is to diversify within the beverage and beverage distribution sector and to have a presence among an increasingly wide range of different alcoholic drinks," explains Rossi, noting that GBC has also taken financial participation in distribution and finance companies. "But there has been little incentive to delve into unrelated fields."

One of GBC's notable acquisition philosophies is to purchase and promote national bellwether drinks and

related products in different countries. In France, these products include Pastis Duval, Rum Duquesne, Cognac Gaston de Lagrange, Calvados Boulevard and Nutty salted nuts. As a result of such diversification, competition varies from market to market.

The majority of GBC's business today is within Europe. France, which counts 20 GBC subsidiaries or affiliates, Italy, England and Spain are easily the largest markets. Beyond Europe the company is best known in South America where there are, for example, thirty different products sold in Uruguay.

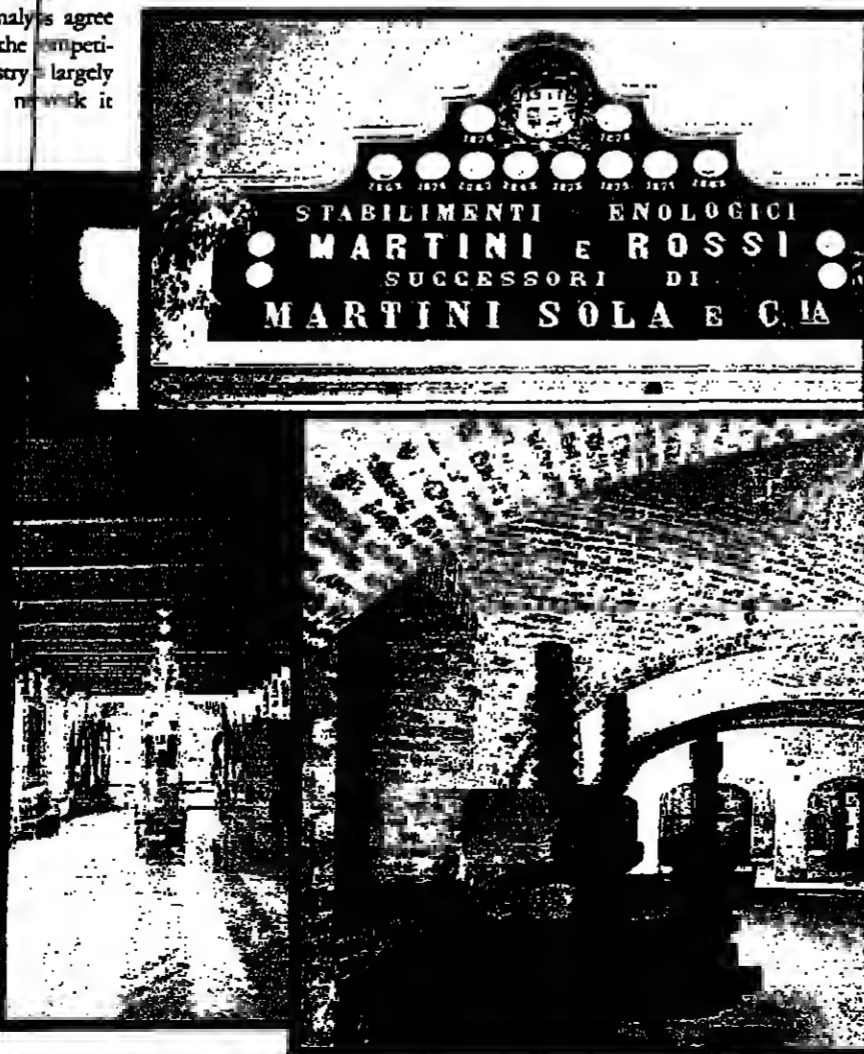
Martini & Rossi products are often produced in varying strengths according to national legislation governing alcoholic content in different markets. But the Martini colors, logo and advertising campaign are the same worldwide.

"We were one of the first companies to recognize the value of international advertising and we spend ten percent of our revenue annually keeping our products in the public eye," concluded Rossi. "People know that they can find Martini and other products in their home town."

— Joel Stratte-McClure



Count Gregorio Rossi di Monteleza.



The facade and interior of the Pessione museum (center). The museum contains such collectors' items as an Apulian "olpi" (above) and antique winepresses (left).

# MARTINI & ROSSI

## THE MAKING AND SELLING OF MARTINI

**T**HE people who market Martini like to think the beverage could sell itself. But Martini & Rossi is universally renowned for the seductive and sophisticated advertisements for its products, on which it annually spends around \$60 million (just for Martini).

Martini & Rossi was one of the first companies to create international advertisements employed in different countries with modifications made only to the language of the text or script. The practice began over fifteen years ago and established the company in the vanguard of advertising.

"Martini sets the pace and has become a case study for pan-European and international advertising," explains Martin Mayhew, executive creative director for McCann-Erickson Advertising Limited, the agency which has handled the Martini & Rossi account for 17 years. "Together we market Martini by creating visual dialogues that everyone, in any market, can understand."

Martini accounts for 60 percent of Martini & Rossi's total business and currently dominates its product advertising campaigns. The best-selling Martini & Rossi product is still Martini Rosso, followed by Martini Bianco, Martini Extra Dry and Martini Rosé.

Each of the different products reflects an individual taste, market segment and promotional slant. Martini Extra Dry, aimed at the up-market male, is considered the most sophisticated and prestigious product. Martini Bianco is refreshing, light and targeted at a younger market which equally enjoys Martini Rosé's floral, fruity fragrance and taste. Martini Rosso, the best-known brand, with an intense reddish brown hue, is aimed at a broader market sector.

White, red or rosé, Martini is consumed straight, in cocktails or as a long drink depending on the consumer, country or mood.

The Martini word is spread primarily through film and television commercials. But the Martini message is clear in any media: You don't just buy the Martini bottle and its contents, but ambience, mood and atmosphere. Advertisements, employing an upbeat and memorable musical jingle, promote the idea that Martini is the right drink "Anytime, Anyplace, Anywhere."

"The challenge is to keep Martini as up-to-date as the consumers who drink it," says Mayhew, who notes that though the Martini musical score has remained the same, the tempo is continually changing. "This is why we made some of our latest productions somewhat similar to pop video clips."

Global advertisements give Martini & Rossi better control over its message and image while resulting in a more cost-effective production process. Analysts estimate it would cost three times as much to create the same amount of advertising on



Martini & Rossi posters by such renowned illustrators as San Marco, Cappiello and Dudovich.



Martini are vermouth, or wines which employ aromatic herbal blends to obtain their distinctive taste. Vermouth was invented, according to legend, by Hippocrates over 2,000 years ago when he blended almonds, herbs and gray amber with wine to create "Hippocras." The base ingredient of Martini is a rather dry

white wine made from grapes of Sicilian, Roman and Apulian origin. Small dose of distilled alcohol is added to increase the strength, and herbs and spices provide the distinctive taste.

"We select and buy it wine from cooperatives and have a long relationship with the growers to maintain year-to-year consistency," explains Martini & Rossi's wine consultant Riccardo Riccardi. "Different tastes are gained due to the grape varieties, herbal flavors and sugar and alcohol levels."

The herbal blend is concocted from a secret formula known only to few people. Martini itself includes 35 different herbal components but some 200 herbs and spices — ranging from anise, cardamom, cinnamon, clove and coriander to rosemary, summer savory, thyme and tonka bean — are mixed, macerated or distilled in Pessione and then sent to different production sites throughout the world. The flavors and extracts in Martini are all natural and the entire production process takes from six weeks to three months.

Although the Martini mixture has not changed much during the last hundred years, its advertisements will keep evolving to enlarge the moment and place of consumption.

"We have a simple goal," concludes Aiasa. "We just want people to feel comfortable drinking Martini anytime, anyplace, anywhere."

— Joel Stratte-McClure

a nation-by-nation basis. At the same time, such advertising enables the company to quickly update its image as consumers' attitudes change.

"We believe in multinational advertising throughout the entire media spectrum," explains Dino Aiasa, Martini's 41-year-old international advertising and marketing director. "We have long felt a global advertising campaign was the best way to reach our market because consumers in different societies have become more and more similar. Today we are also pioneers in employing new types of media, like satellite television." In addition, Martini & Rossi subsidiaries hire local advertising agencies to create national advertising campaigns.

Martini & Rossi billboard advertisements are also seen throughout the world and the company is now launching corporate communication campaigns in international media. "Advertising Martini in different environments is an especially challenging and indispensable facet of our marketing activity because it forces us to keep up with the fashion of the times," contends Aiasa. "It enables us to reassure our consumers that we move with them as their lifestyles evolve."

Just what is Martini? The five different types of

Current advertising campaigns for Martini Bianco and Martini Extra Dry created by McCann-Erickson.

## WILLIAM LAWSON'S: A MASTER SCOTCH BLENDER

**A**FTER a hard day's work on the North Sea, it is more than likely that the locals in the little town of Banff will be gathered in the Market Arms pub over a glass of whisky, spinning the yarns of their latest fishing adventures.

In Scotland, whisky is an essential mainstay not only of the country's economy, but also of its social life. At the annual Robert Burns dinner, a festive event during which Scots around the world celebrate the memory of their national poet, the only drink allowed on the table is whisky. For centuries, the Scots have associated the rigors and joys of their Celtic heritage with the consumption and production of their reputed beverage.

Today, Scotch whisky is a product so perfected by time that it is practically considered a national emblem. But if whisky owes a lot to the Scots, the Scots owe a lot to their whisky production. There are many different producers of Scotch whisky spread out throughout the Highlands and none is more typical than William Lawson's, whose origins go back to the industrial revolution of the nineteenth century.

William Lawson began his career in Dundee as a whisky merchant in 1849, but soon expanded to blending, a technique introduced by Andrew Usher in 1860, whereby grain and malt whiskies from different distilleries are mixed together. After World War II, this modest enterprise moved to Courbridge, where it set up a successful bottling factory.

Associated with Martini and Rossi for the past twenty-five years, the company now also runs its own distillery, located in Banff, at the eastern tip of Scotland. The MacDuff distillery produces the malt whisky used in William Lawson's finest blend and the pure malt Glen Deveron exported around the world. "The Scotch whisky industry goes back hundreds of years and the one we produce is of very high quality," proudly explains Michael Roy, who has been distillery manager at MacDuff for nearly two decades and is considered the keybearer to the perennial traditions of his Scottish heritage.

Roy often makes the tours of his different customers wearing a kilt and has encouraged his youngest son to play the bagpipes. From his home on the edge of a superb 18-hole golf course, he can

see the salmon jumping in the nearby Spey river. And each year, he participates in the finale of the William Lawson's amateur golf tournament, which gathers several thousand participants from all over Europe. The ten finalists are subsequently invited to Scotland in order to dispute the William Lawson's Cup, a sporting event that has become almost as important as the product itself.

Indeed, tradition has remained totally preserved in the production of Scotch whisky and consistent quality is vital, not only for making William Lawson's own whisky, but because other distillers use the whisky made at MacDuff. "We sell malt whisky to most independent blenders and conversely we buy whisky from them to

use in our blend," adds Roy. The William Lawson's blend is a combination of many different malts as well as three or four grain whiskies, all carefully selected from various distilleries spread out along the famous "whisky trail" of the Spey Valley in the Highlands.

While the manufacturing process of the "malt whisky" produced at MacDuff's is similar to those in the other distilleries, it benefits from the vast knowledge of John Ramsey, Lawson's official distiller, passed down by generations of Highland distillers. Considered an exceptional "nose," Ramsey knows how to blend the different malts and to ensure their constant quality over the years. In the dark cellars stocked with oak casks, a certain evaporation takes place, which professionals refer to as having gone to the angels. "They're the thieves as far as we're concerned, but very important in the maturation process," says Ramsey.

"Another essential element in a good whisky is water and ours is conveniently provided by the nearby Deveron river."

According to law, whisky must be at least three years old before it can be sold on the market and it must be distilled in Scotland to be sold as "Scotch Whisky."

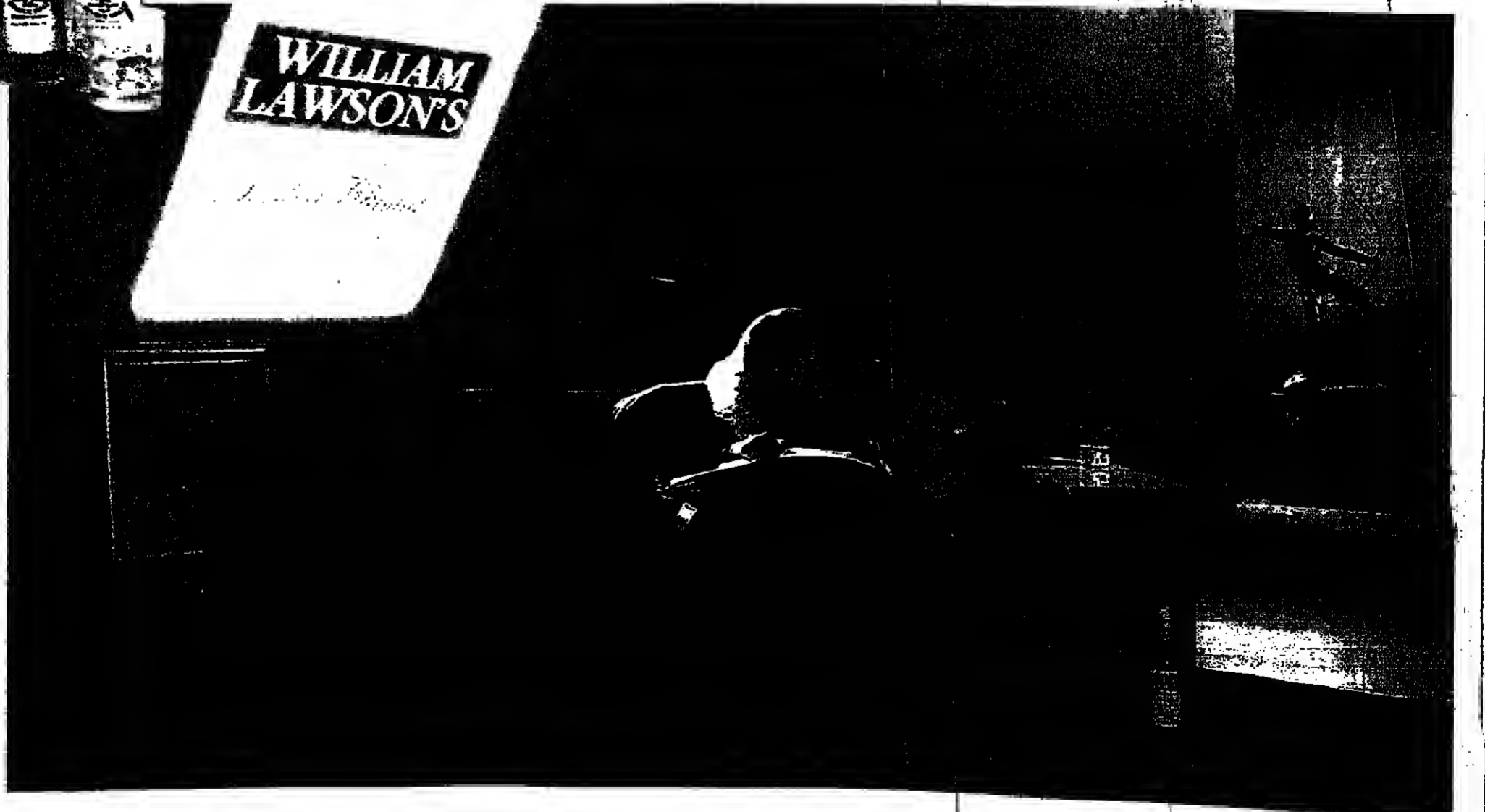
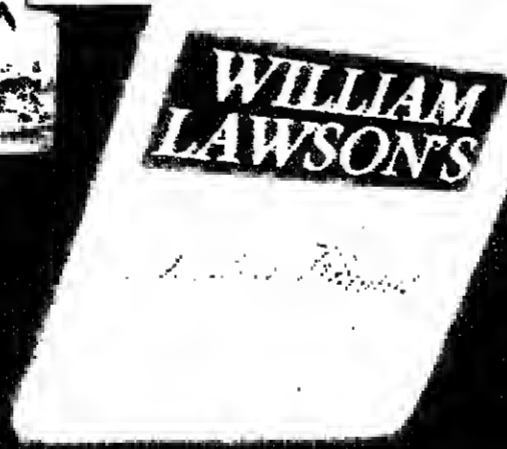
All in all, more than seven million bottles bearing the William Lawson's label are sold per year around the world, with the main markets being France, Italy, Holland, Belgium, Portugal and Spain. In the vast, most of the turnover came from sales of traditional blend and the 12-year-old whisky, yet today the pure and single malt, labeled "Glen Deveron," is on the rise. The objective is to develop international sales.

However, in recent years, Michael Roy has noticed a definite change in consumer's taste and he firmly believes that the demand for pure malt

whisky is on the rise. Along with his peers of the Spey Valley, he is very optimistic about the future of Scotch in general, especially since the market grows every year. In the last two years, this commercial success has been enhanced by the superb advertising campaign conceived by McCann-Erickson and photographed by Jean Laviere, featuring a sophisticated young couple sipping William Lawson's in various select international surroundings.

Says Mick Korvin, one of the creative directors handling the Martini products in France for McCann-Erickson: "One doesn't know if the setting is in Versailles or Soho because William Lawson's is both classic and modern. And it has a particular taste that is appreciated by a new generation of consumers roasting to the slogan: Light up your evening with a great Scotch."

— Mary Deschamps



The international advertising campaign.

Officially

# INTERNATIONAL

## OFFLEY'S PORTO WINES CELEBRATE 250<sup>th</sup> ANNIVERSARY

**T**HE very first Portuguese wines were exported to England in the seventeenth century from the region of Douro in the northern part of Portugal. The artisanal beverages were soon known as "porto," although the town bearing the same name is located quite a distance from the vineyards yielding the fruity nectar. These exceptional vineyards, called "quintas," are located on either side of the Douro River in an area that has retained its original landscape with steep terraces that slope down from the top of the hills and fall into the river's embankment. They produce a unique species of dark grapes, as well as a white variety.

The rich earth and favorable micro-climates have been essential to the success of Porto wines. To these natural factors, one must add the human element. Most of the harvest is still done by hand, as the terraces are too narrow to accommodate any machinery. The town of Porto also has strong ties with Villa Nova de Gaia. This small township, located near the Douro River, is linked to Porto by three bridges. From there, the precious fluids are transported by boat from the far-reaching "quintas." It is in this town that one finds the famous cellars, where the Porto wines will age slowly, waiting to be bottled for worldwide exportation. For the past two hundred and fifty years, the Offley cellars have been firmly implanted in this town, producing a prestigious brand bearing its own label.

This outstanding Porto is brewed directly on the

estate of Offley-Forrester, also known as the "Quinta da Boa Vista." When the first English merchants set up shop in the town of Porto around 1750, one of the prominent figures was William Offley, who officially founded his wine company in 1737. While the Marquis de Pombal, prime minister to King Joseph the First, established strict commercial regulations of Porto wine in 1756, it was a century later that a savvy Scotsman saved it from a deep crisis. Called upon by his uncle, who by then had merged with the Offley company, Joseph James Forrester was able to detect an ominous epidemic that threatened to annihilate the precious vineyard. The Portuguese government was so grateful that he was bestowed with the title of Baron Forrester which still appears on the company's labels.

Today, the Offley-Forrester company has maintained its ancestral traditions, enhanced with the most advanced technical equipment available. One of their oldest cellars in Vila Nova de Gaia is the "Aguias." There, in the dark quietness, the wine begins its perennial aging process. Depending on its initial characteristics and the quality of each September harvest, the wines will be divided into the different categories of the Big Porto family.

When a port wine has aged sufficiently — at least three years — and its blend is deemed suitable by the experts, it undergoes various treatments such as clarification, filtration and stabilization before being bottled and sent around the world. But when a harvest is considered exceptional, then after two years of storage in barrels, the wine is declared "Vintage." Bottled pure, without any blending, it is then placed in big containers named "Garrafeira" where it will age anywhere from ten to thirty years or more. In honor of its 250th anniversary, Offley-Forrester, which also distributes Porto Dix on the French market, has introduced on the market an exceptional 30-year Porto wine that connoisseurs unanimously recognize as such, in keeping with the reputation of the Offley-Forrester label.

This recent success can only confirm Joseph James Forrester's motto: "There is only one wine that can be called Porto and there is only one Porto that can be called Offley."

— Mary Deschamps



Martini & Rossi, an active partner in sporting events, won the 1987 world rally championship with Lancia (top) and has also participated in offshore powerboat racing (left) and stunt flying (right).

## A PARTNER IN SPORTS

**M**ARTINI & Rossi is not just a hit in the beverage sector. It has also created a vivid impression in areas as diverse as offshore speedboat racing, rally driving, acrobatic flying and fashion.

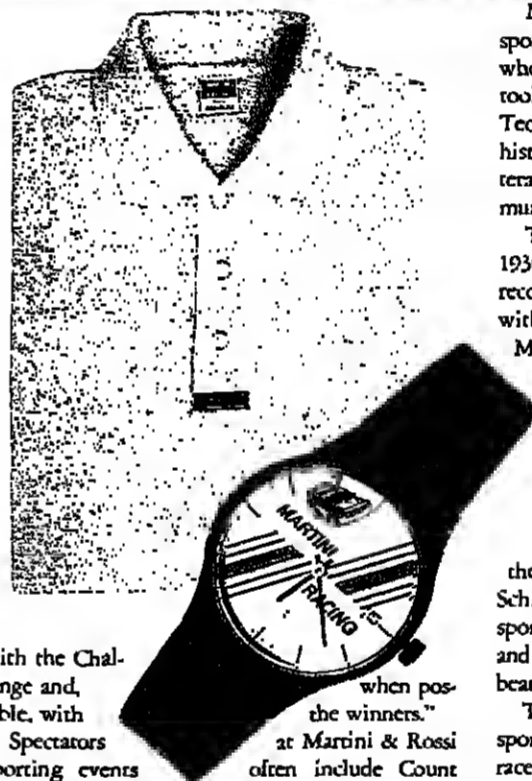
Last April, a television miniseries featuring a rally driver wearing the Martini & Rossi colors captivated viewers throughout Italy. Each day following the broadcast, switchboards at Martini & Rossi offices from Torino to Naples were swamped with callers asking where they could purchase the uniforms and sportswear worn by the actors. Even fashion-conscious Milanese wanted to identify with the daredevil and amorous Martini image portrayed on screen.

Three pilots flying planes featuring the same Martini colors perform as the Martini Acrobatic Patrol at air shows throughout Europe. The loops and twists of their planes constantly thrill observers. At a recent demonstration near Lausanne, one Swiss businessman observing their antics was wearing a polo shirt with a Martini & Rossi logo and a wristwatch sporting the Martini colors with a Lancia car as the second hand.

Last summer's Mediterranean Offshore Challenge sponsored by Martini & Rossi saw the Martini colors race in exciting speedboat races in exotic sites like Monaco and Sardinia.

Martini's logo was not quite as obvious in the offshore races, television series and air shows as the boats, cars and planes. But it ran a close second and it was probably a rare spectator who didn't register the Martini colors and trademark.

"We made a long-term commitment to participating in sports, particularly motor racing, and have tangible evidence that this type of partnership is beneficial to the image, sale and promotion of our products," explained Daniel Schilge, director of Martini & Rossi's Racing Division. "But besides the promotional value, this activity involves an intimate relationship among Martini, the machines and the athletes. We want to be identified



with the Challenge and, when possible, with the winners." Spectators often include Count Gregorio Rossi but the company is not only interested in the challenge of sports. It has sponsored everything from orchestras to bel canto vocal concerts. It is also a corporate supporter of the visual arts and has sponsored exhibitions of the works of Picasso in Venice, De Chirico in New York and Caravaggio in London.

"Martini & Rossi's support for the arts is but a reflection of our belief that art plays an important role in our lives," explained a company spokesman. "Sponsorship fosters sensitivity, understanding and creativity. In the case of the De Chirico exhibition, it also furthers the appreciation of an Italian whose work is so important to the history of the twentieth century."

Martini & Rossi's presence in the sports and arts sponsorship can be traced back to Teofilo Rossi who, with his brothers Cesare, Enrico and Ernesto, took over the management of the company in 1900. Teofilo was also mayor of Torino and company historians recall that he encouraged corporate interaction with both Italian and international communities.

The serious association with sports began in the 1930s with Theo Rossi breaking several world records in boat racing. Martini & Rossi associated with Poesche in the World Championship for Manufacturers; Brabham and Lotus in Formula 1; and Lancia in endurance and world rally championships. Fiat (via Lancia) and Martini & Rossi have worked together for eight years to enhance, through sporting events, the image and prestige of each group.

"We choose the sports that tend to fascinate the public over a long period of time," explained Schilge, noting the company has in the past sponsored world cup skiing, fencing, golf, sailing and polo. "And there are few activities that can bear the thrill and excitement of rally driving."

The partnerships have paid off. Martini & Rossi sponsored cars that have won the Le Mans 24 hour race three times with Porsche, picked up the endurance championship in 1982 and won the world rally championship in 1983 and 1987 with Lancia.

"Martini tends to sponsor sports within the world which consumes their products," commented Dino Alfassa. "Sponsorship is an ideal and prestigious way to attract new consumers to this light and refreshing drink while also reaching those who currently drink Martini."

But there is another payoff. Spectators want to look like the participants in Martini & Rossi-backed events. Consequently the company has launched a Sportline range of fashion items which further promotes its name and products in the public eye.

— Joel Stratte-McClure

## THE MARTINI FAMILY

The Martini & Rossi drinks on these pages represent only a small part of the group's total range of products. With the same care as that given to the more international brands, numerous beverages are elaborated and marketed by the group on a national or regional scale. These include:

### FRANCE

- Pastis Duval
- Rum Duquesne and Cocqtail
- Rum Saint Gilles
- Porto Dix
- Tequila Camino Real
- Rivesaltes Manor and Rapha
- Liqueur Dolci
- Sparkling wines: Veuve Amiot méthode champenoise and Charles Volner
- Calvados Boulevard
- Gin Bosford
- Nutsy salted nuts
- Gentiane Avezé
- Whisky King Edward

### ITALY

- China Martini
- Riesling Martini
- Reserva Montclera méthode champenoise
- Liqueur Sacco
- Gin Bosford
- Brandy Cavallino Rosso

### SPAIN

- Wine and sparkling wine: Marques de Monistrol
- Sparkling wine Dubor
- Rum Tropicana

### BRAZIL

- Sparkling wine de Greville
- Wines: Chateau Duvalier, Baron de Landier, Zahniger
- Whisky: Hallmark and Tillers Club.

## CLASSIC APERITIFS: NOILLY PRAT AND SAINT RAPHAËL



A view of the small port town of Marseillan, home of Noilly Prat.

**A**NGLO-SAXONS refer to it as "cocktail hour"; the French call it

"l'heure de l'apéritif." Since the early 1800s, sophisticated wine-based drinks have known their share

of success during this before-dinner ritual, which takes place daily in clubs, bars and private homes around the world. Two of the better-known brands are Noilly Prat and Saint-Raphaël. Both are made according to a traditional formula, with a unique and secret blend of herbs and wines conveying distinctive aromas and flavors. Considered the classic French vermouth, Noilly Prat can be used either as a mixer, or, in keeping with the current trend of lighter, more natural flavors, it can be savored on its own.

The home of Noilly Prat is the small town of Marseillan, on the Mediterranean coast, where Louis Noilly first set up his company to manufacture a dry vermouth based on a recipe invented by his father. Soon after Claudius Prat went into partnership with him in 1893, Noilly Prat was being exported around the world and savored by connoisseurs of high quality beverages.

The elaboration of this unique product takes three years and uses a base of Picpoul and Clairette, two local white wines. After an initial period of maturation in dark cellars, the fortified wines are transferred outside into 600-liter oak casks for twelve months. This unique method of maturation conveys to Noilly Prat a very definite character change brought about by the vivifying Riviera climate, its sun, air, rains and frosts. Stepping out from the dark cellars, the glaring vision of thousands of barrels basking in the sun under clear skies is a sight that has impressed many a visitor.

After its period of sunbathing, during which it obtains a rich amber color and a strong, full-bodied dry flavor, the budding vermouth spends another year in huge vats. Then a secret mixture of 20 herbs, along with various fruit extracts, is blended into the mixture, which rests for a few weeks to gather its full flavor before world exportation.

Noilly Prat vermouth has a number of cousins in the great family of aperitif drinks, amongst which the celebrated Saint-Raphaël aperitif ranks highest.

"There is a definite taste for aromatic wines," says Arturo Palmero, chairman of the Paris based

St-Raphaël company, affiliated with Martini and Rossi since 1960.

The origins of Saint-Raphaël go back to 1830, when Adhémar Juppert, weakened by his efforts to create a fortifying wine mixed with quinine, began losing his eyesight. Remembering the Biblical episode, when Archangel Raphaël healed Toby from blindness, he named his recipe Saint-Raphaël after his eyesight was saved.

Until 1957, St-Raphaël's unique product was its widely appreciated aperitif quinine wine, but the company now comprises a wide range of other products.

Today, 8 million bottles of St-Raphaël aperitif are sold each year, while the total sales of the company's diversified products such as sweetened wines, sparkling wines, liqueurs, cognac, whisky and port account for 90 million bottles.

As for Noilly Prat, it is estimated that at least one bottle of its dry vermouth can be found in most liquor cabinets around the world and even though the three-martini lunch is less common these days, one can be sure that Noilly Prat will remain a definite "must" at cocktail hour.

— Mary Deschamps

# MARTINI & ROSSI INTERNATIONAL

## HIGH TECH ON THE TERRACE

**T**HE Martini & Rossi seventh-floor terrace, adjoining bars and well-appointed salons at 52 avenue des Champs-Élysées, have always been considered a rendezvous for the elite.

The company's early evening cocktail parties traditionally focused on newsworthy themes and have often attracted up to 700 guests and leading personalities from the stage, cinema, arts, business, scientific and athletic fields. Every July, Martini's best friends are invited to watch the Tour de France coast to a finish while one past promotional party featured dancers from the Crazy Horse Salon playing golf on a temporary putting green.

"Being at the heart of the Champs-Élysées and on the top of Paris, we try to keep our friends in tune with times," explained Martini & Rossi's Francis Babou, who has hosted foreign delegations to the French capital, held fashion shows, featured art exhibits and celebrated birthdays and anniversaries at the terrace. "Nobody could resist this glamour even if they didn't meet astronauts, film stars and other celebrities while suspended above the most beautiful city in the world."

The terrace provides a panoramic view that looks onto monuments including the Eiffel Tower, Arc de Triomphe, Louvre, Sacré Coeur and Montparnasse Tower. But this autumn, even the view has been changed and drinking Martini & Rossi beverages above the hustle and bustle of the Champs-Élysées has become a totally new experience.

The company has just completed a major renovation and reopened the terrace as an audiovisual and communication center which Martini hopes will fill a gap in Paris cultural and social life. Using a combination of satellites, television and other state-of-the-art high-tech equipment, a luxurious 50-seat theater is being billed as an "espace image" — a space for images.



Aerial view of the Martini Terrace on the Champs-Élysées. Among the many celebrities that Martini has welcomed are tenor Luciano Pavarotti (left) and former French Prime Minister Raymond Barre.

In addition, picture windows have been added to provide a new look on the city and the interior has been completely redecorated. Winter and spring decor will even be alternated to keep frequent visitors thinking they are in a different environment. The company plans to host smaller, intimate gatherings that will underline Martini's reputation as a meeting point for a drink among friends.

"We want to create intimate events in fashion

and other areas that will excite exclusive guests because they surpass the audiovisual experience anywhere else in the world," explained Martini & Rossi's Dino Alfassa, who publishes the "Champs-Élysées News" to record all the comings and goings. "We want the terrace to become as talked about as Martini itself by offering people much more than a good drink."

While Paris is now the most high tech, it is not the only city to feature a rendezvous point for Martini lovers, mixers, movers and shakers.

The idea of a club or terrace in each city originated with the Rossi family. After the first appeared in Paris forty years ago, other clubs were launched in London, Genoa, Rome, Brussels, Sao Paulo, Barcelona, Milan and other cities. Each club has its own head barman who regularly invents his own drinks using Martini products and willingly relates the recipes to visitors.

The favored drink in Paris made by Jean Hierax, who has been barman on the terrace for 22 years and can mix hundreds of different cocktails using Martini beverages, is appropriately called La Dolce Vita.

"When people drink Martini in this type of environment they tend to want to take the atmosphere and drink home with them," said the affable Hierax as he pointed out historical landmarks to a visitor. "I make sure they know what to do with our beverages by giving them stories behind each concoction."

— Joel Stratte-McClure

## GASTON DE LAGRANGE: ARISTOCRAT OF COGNACS

**O**UR distinctive trademark is that we are one of the youngest of all the cognac brands and consequently we are extremely dedicated to the quality of our product," says Henri de Castellane, chairman of Gaston de Lagrange S.A.

Stemming from one of France's oldest aristocratic families, Gaston de Lagrange brandy has long been an integral part of the Cognac region and today is considered one of the leaders in a highly competitive field.

According to de Castellane, the consumption of brandy in general has benefited from recent world recognition. "It's become a fashionable product," he says. Associated with Martini & Rossi since 1962, sales of Gaston de Lagrange have steadily increased over the past few years.

While competition is heavy among brandy producers around Cognac, it is also a region and a product that are extremely well-protected. Located in France's Charente and Charente Maritime departments, the region of Cognac has been divided into seven areas, according to their soil and grape species. In order of importance they are: Grande Champagne, Petite Champagne, Borderies, Fins Bois, Bons Bois, Bois Ordinaires and Bois à Terroirs. The wines in all these regions are whites. Their low alcoholic strength and high acidity are two essential elements in the production of brandy. But it should be noted that to be entitled to the appellation d'origine contrôlée Cognac, a brandy must abide by stringent conditions, regulated by law.

At the outset, only certain grape varieties are considered valid. Sweetening of the vinified wines is not allowed, nor is the use of the Archimedian screw for pressing. As for distillation, it must be performed in accordance with the Charentais methods and take place within the demarcated Cognac region. The two-stage distillation takes place in simple, onion-shaped pot stills that have remained unchanged over the years.

Once the brandy leaves the still, it is stored in oak casks that generally come from the Limousin region. New casks are used during the first year of aging, then the brandy is transferred to old ones in order to avoid too much tannin enrichment.

Whether in casks or in bottle, Cognac brandy often carries the letters V.O.P., V.S.O.P., V.O. or X.O. Respectively, these letters stand for Very Old Pale, Very Superior Old Pale, Very Old, and Extra Old. As England was one of the first important

brandy importers, it is not surprising that these designations have retained their Anglo-Saxon origins. Each designation corresponds to a certain age: from the four and a half year old minimum for the V.S.O.P. to the fifty or more years for the X.O.

Although the Gaston de Lagrange firm was officially created 25 years ago, the company prides itself in having since acquired some of the best old stocks of brandy available on the market.

"In order to be really successful, we had to sell a first-class product and build our brand image on a quality that existed but was not well known," explains de Castellane, who enjoys the challenge of launching a new brand of cognac.

According to the company's soaring sales figures around the world, and especially in the United States, the quality of Gaston de Lagrange cognac has definitely met this challenge with success.

— Mary Deschamps

## VODKA ERISTOFF: EMBLAZONED WITH QUALITY

**S**OME family histories are so intricate and romantic that at the outset they seem almost implausible. This is the case of the Eristoff lineage, whose origins go back to the early days of Antiquity and whose intricate destiny could very well have been retraced by one of the great Russian writers such as Gogol or Tolstoy.

In 1919, Prince Nicolas Eristoff, heir to a prestigious name, crossed his coat of arms to Martini & Rossi along with the ingredients to a vodka formula, which had been a family secret for several generations.

After Georgia was taken over by

the Russians in 1801, the Eristoff family was bestowed its heraldic coat of arms in recognition for its loyal help and brave support. Its illustrious bearings are the irrefutable distinction given to those Georgian Eristoffs, who served the czar within the cossack ranks.

Today, as one of the Soviet Union's 15 constituent republics, Georgia is still world famous for the beauty of its landscapes and the quality of its wines and spirits, whose names have the same connotations for Soviet citizens as Bordeaux or Burgundy have for Westerners.

According to the available family archives, the existing vodka formula, based on the distillation of local rye,

was concocted by Prince Constantin Eristoff in 1806. His son, Alexander, enlisted with theabled cossacks of Kouban in 1892. Since one of the duties of the cossacks was to ensure the safety of the czar and his family, Alexander Eristoff proved himself several times and was rewarded with the highest honors. Having remained faithful to the czar during the first Russian revolution as well as during the cossack revolt of 1905, Nicolas' father was further promoted as an officer in the ranks of the "imperial guard." After the revolution of 1917, he emigrated to Italy, where he lived between Milan and Recco as a prominent figure of the local Russian community until 1956.

Faithful to the image of his glamorous ancestors, young Nicolas quickly adapted himself to the order of the day and abided by his ideals. Being a fervent anti-Communist, he took part in several ventures, notably the Italian Expedition Corps in Russia and fought in Crimea and in Stalingrad. Wounded, he returned to Italy in 1944, through Romania and Lassy where his father had served.

Granted Italian citizenship in 1958, he decided to pass along the vodka formula of his great-grandfather to Martini & Rossi. It is that golden crown which appears today on the Eristoff bottle, one of the leading vodkas in the world.

— Mary Deschamps

## ASTI SPUMANTE: ITALIAN EFFERVESCENCE

**A**STI Spumante is delicious. As an Englishman working in France whose commitment to French wines is almost total and who thinks that Champagne is the only real sparkling wine and that it must be very dry indeed, this is almost an admission of defeat. In fact, it is nothing of the kind: much more an expression of delight that a wine that I haven't drunk a dozen glasses of in as many years should be so good to drink. Amongst other things, it is the perfect summer aperitif, and although by the time this article goes to press, too many weeks of summer drinking will have slipped past, I feel that a bottle of Asti in the depths of winter should do more to remind one of blue skies than any amount of travel brochures or imported strawberries.

Asti Spumante is a DOC (the Italian equivalent of the Appellation Contrôlée wines in France), and

as such is strictly controlled. Only 8,000 hectares of best-sited slopes across 52 villages in south Piedmont that are planted with the Moscato grape have the right to see their juice used for the sparkling wine. The average size of each holding is minute, under one hectare, and with the investment and technical refinement required, the farmers have no possibility of making the wine themselves. As in Champagne, the majority of the production is in the hands of a few big houses, amongst whom Martini & Rossi are the largest and are able to contract for the best grapes. The style of Asti Spumante was actually developed in the early 17th century, resulting in a fizzy or "foaming" wine whose main objective was to retain all the freshness and fragrance of the grape. The oenologists of the time had already realized that the aromas of the Moscato grape were linked to the high natural sugars of the juice, and it was necessary to find a way that would prevent total fermentation, and the destruction of both the delicate fruity aromas and the soft flavor. Like many other wines with a natural tendency to sparkle, the biggest change was the 18th-century development of the glass bottle and especially the cork, which sealed the wine properly and kept it effervescent.

The great technical difference between Asti Spumante and Champagne is that the latter is fully fermented as a still wine, with sugar and yeasts being added at bottling to provoke a secondary fermentation in the bottle. This is known as "la méthode champenoise" and in most cases the finished wine is too dry or "green" for the public's taste, and is rounded out by "dosage," the addition of a amount of sugar solution. Asti Spumante, on the other hand, goes through only one fermentation. It is stopped at a point to retain the natural sweetness, leaving it with only 7.5 degrees of alcohol as opposed to 12 degrees for Champagne. Part of its justified popularity — the United States and Italy are particularly fond of it — comes from being low in alcohol. Martini and Rossi's press department would have us believe that Asti Spumante is, although slightly sweet, actually lower in caloric content than a dry wine. Perhaps this is a good sales pitch to a diet-conscious age, but the main argument for Asti Spumante, Italy's leading sparkling wine, is in the natural, fruity flavor and grapey charm.

— Steven Spurrier  
Académie du Vin



*Joel Stratte-McClure*

MADISON AVENUE An 8-Macintosh Agency: The Wave of the Future?

By PHILIP H. DOUGHERTY New York Times Service IN THE advertising trade press, Karp Newton Van Brunt is an unknown. It may also be the prototype of the agency of the future.

The two-year-old Manhattan company now can take an ad type and black-and-white line drawings from concept to the inter with just one person. It will soon be able to do half-tone illustrations with photographs, and color. And the technology coming that will enable an agency to create a demonstration commercial on videotape.

"The real future is how the client-agency relationship will be transformed by technology."

Mr. Haight and Carl Van ant, 40, the president, manage top management. They are trying to move the company from being a desktop producer of financial marketing materials like brochures and sales kits into a full-service agency.

So far Karp Newton Van Brunt has landed three advertising clients — International Data Group, a major publisher of computer magazines in Framingham, Massachusetts; Pros & Cons, a software company in Washington, and Integrated Resources, a financial services company in New York.

Mr. Haight said clients could work right along with the agency making up an ad, experimenting with different type faces, illustration sizes and white space without ever going to an outside printer.

ITT Sells Its Stake In STC

Canada's NT Holds 27.8%

NEW YORK — I.T.T. Corp., the diversified U.S. conglomerate, said Tuesday that it has sold its 24 percent interest in STC PLC of Britain to Northern Telecom Ltd. of Canada for about \$730 million, or an indicated \$3.57 a share.

Northern Telecom, meanwhile, said that it would sell 40 percent of its London-based Northern Telecom PLC unit to STC for an under-terminated price. The purchase would give NT 27.8 percent of STC.

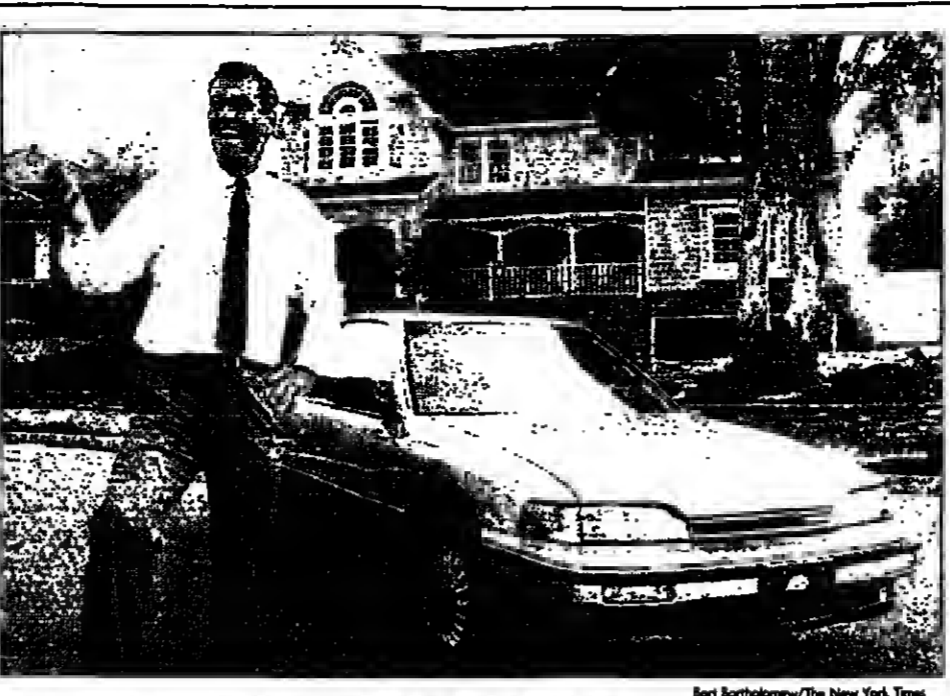
STC, the former Standard Telephones & Cable, makes telecommunications equipment in North America, after American Telephone & Telegraph, and the sixth-largest in the world. It is the world's largest supplier of fully digital telecommunications systems.

ITT said it has agreed to repurchase the shares at the option of NT if British government approval of the sale is not obtained before the end of November.

ITT has said in July that it was considering selling its STC shares. ITT's other big interest in telecommunications is its 37 percent in Alcatel NV, a venture with Compagnie Générale d'Electricité of France.

ITT owned 100 percent of STC from the mid-1970s to 1979. By 1985, that holding had been reduced to 131 million shares, and those shares have risen dramatically in value over the past year, from under \$300 million the summer of 1986 to \$500 million in March and \$700 million in July.

Persistent takeover rumors boosted STC's share price to 305 pence on the London Stock Exchange from 288 on Monday.



Michael Carpenter, ex-Cadillac owner, with his \$27,000 Acura Legend.

Will Acura Satisfy Cadillac Tastes? Japanese Automakers Assaulting U.S. Luxury Market

By Richard W. Stevenson New York Times Service

LOS ANGELES — Michael Carpenter of Pacific Palisades, California, considered buying a BMW this summer, but instead he traded in his four-year-old Cadillac Eldorado for a \$27,000 Acura Legend coupe.

A New Player in the High-End Lineup

Table with columns: Make/Model, 1986 Sales, 1987 Sales, Price Range. Includes Acura Legend, Audi, BMW, Cadillac, Jaguar, Lincoln, Mercedes-Benz, Saab.

that they would begin offering vehicles in the \$30,000 range two years from now. For Japan's Big Three automakers, these are risky and ambitious strategies that put them on a collision course not just with each other, but with Detroit's top-of-the-line cars and the prestigious European imports as well.

Oslo, Feeling Oil Pinch, Drafts Budget for '88

OSLO — Norway's minority Labor government, pinched by lower oil prices, presented a 1988 draft budget to parliament Tuesday that, among other things, foresees higher spending, higher taxes and a \$93 million kroner (\$38.4 million) deficit.

The budget would raise state spending by 6.6 percent before inflation, including a big jump in funds for research and development. But the budget still predicts a deficit before loan transactions, compared with a projected surplus of 2.5 billion kroner this year and a deficit of 5.5 billion in 1988.

Spending is set at 245.0 billion kroner, after 229.9 billion in 1987, with government revenues expected to rise to 244.6 billion kroner from 232.4 billion this year.

The government, which topped a center-right coalition in May 1986 during a battle over budget revisions, pledged tight fiscal policies for several years to balance the country's economy. It expects inflation to fall to around 5 percent next year from a predicted 7.8 percent this year, making the real 1988 budget about 1.6 percent higher than in 1987.

"We must start making more than we are spending," Finance Minister Gunnar Berge said.

Even so, strong opposition is expected when the parliament debates the draft budget over the next two months, particularly among Conservatives who want to hold the line against spending. The government was forced to revise its draft 1987 budget after parliamentary opposition, and Prime Minister Gro Harlem Brundtland narrowly survived being ousted.

Norway, Western Europe's second-biggest oil producer after Britain, is still trying to cope with a 20 percent fall in state revenues caused by last year's collapse in world oil prices.

About 40 percent of Norway's export earnings come from sales of natural gas and from the 1 million barrels of oil it pumps daily from its North Sea fields. The government expects oil revenues, worth 24 billion kroner in 1986, to be un-

2 Norway Banks Lower Rates 1 to 2 Points

OSLO — Two major Norwegian banks, Bergen Bank and Christiania Bank og Kreditkasse, said Tuesday that they were cutting interest rates on all loans by between 1 and 2 percentage points, effective immediately.

The cuts are to 13 and 14 percent from 14 and 15 percent. The cut followed the government's announcement that it was dropping supplementary reserve requirements.

The reserve requirement, under which commercial banks must keep funds on deposit with the central bank in a non-interest-bearing account, will be dropped as part of the minority Labor government's draft 1988 budget.

Dena Norske Creditbank, Norway's biggest bank, said it would not lower its rates, now around 14 percent.

changed in 1988 from this year's expected 5 billion.

The nation has sizable foreign trade and current account deficits as well as higher inflation than most of its trading partners. High industrial costs and private consumption have also made it difficult to compete internationally.

Gross national product, the total value of a nation's goods and services, is expected to grow by just 1 percent next year, after 1.5 percent growth this year, according to the draft budget.

Norway's foreign trade deficit is expected to narrow to 25.9 billion kroner next year, after an expected 32.4 billion deficit this year.

The government plans to boost state-backed research and development funding by 40 percent in 1988, to 875 million kroner, to help

Currency Rates

Table with columns: Country, Currency, Rate. Includes US Dollar, British Pound, Swiss Franc, etc.

Interest Rates

Table with columns: Instrument, Rate. Includes Treasury bills, CDs, etc.

U.S. Money Market Funds

Table with columns: Fund Name, Assets, Yield. Includes Merrill Lynch, etc.

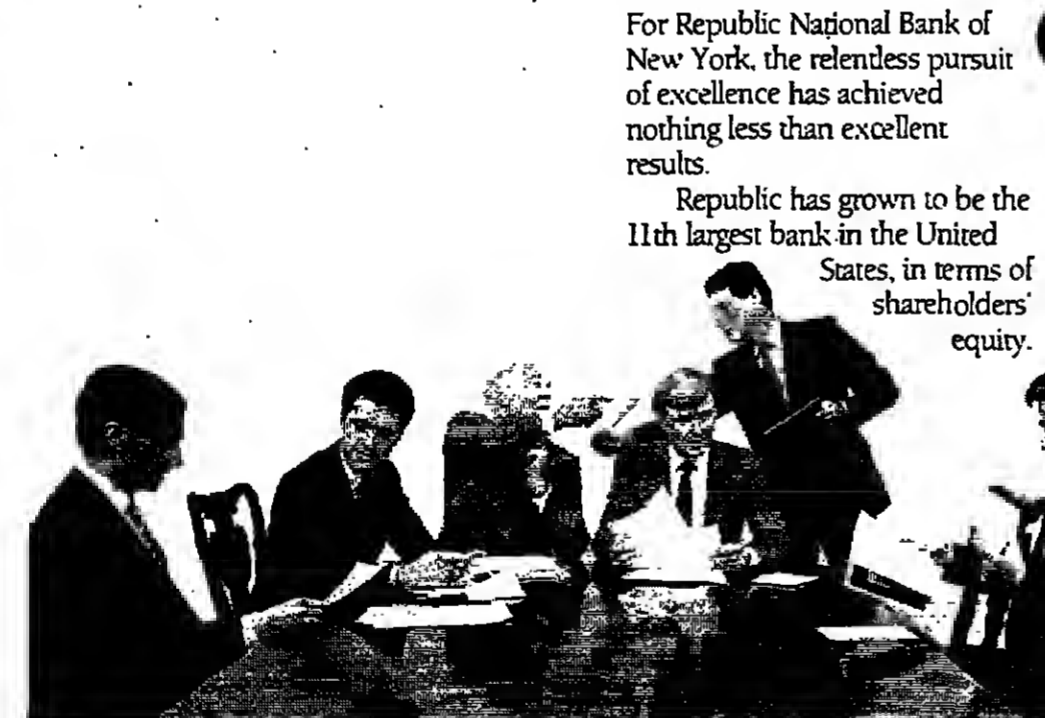
Asian Dollar Deposits

Table with columns: Term, Rate. Includes 1 month, 3 months, etc.

Gold

Table with columns: Location, Price. Includes New York, London, etc.

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outgrowth of the strong beliefs of its founder and principal shareholder, Edmond J. Safra.

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and the maintenance of a strong capital base. The bank has always been highly selective in lending. It emphasizes very conservative activities, investing in safe and liquid assets and using its extensive expertise to trade profitably in precious metals, foreign exchange, bonds and bank notes.

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your personal finances. Republic's subsidiary in Luxembourg provides private banking clients with the protection of the stringent banking laws of that country, and experienced account officers who speak your language.

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Table with columns: Category, Value. Includes Total Assets: US \$ 16.8 billion, Shareholders' Equity: US \$ 1.6 billion.

NYSE Most Actives table with columns for Vol, High, Low, Last, Chg.

Market Sales table with columns for NYSE 4 a.m. volume, NYSE prev. close, etc.

NYSE Index table with columns for High, Low, Close, Chg.

Tuesday's NYSE Closing logo and text: Via The Associated Press

AMEX Diary table with columns for Close, Prev.

NASDAQ Index table with columns for Close, Prev., High, Low, Last, Chg.

AMEX Most Actives table with columns for Vol, High, Low, Last, Chg.

Dow Jones Bond Averages table with columns for Close, Chg.

NYSE Diary table with columns for Close, Prev.

Odd-Lot Trading In N.Y. table with columns for Oct. 7, Oct. 6, etc.

Dow Jones Averages table with columns for High, Low, Close, Chg.

Standard & Poor's Index table with columns for High, Low, Close, Chg.

NASDAQ Diary table with columns for Close, Prev.

AMEX Stock Index table with columns for High, Low, Close, Chg.

Tables include the nationwide prices up to the closing on Wall Street and do not reflect late trades elsewhere.

Large table of stock prices with columns for 12 Month High, Low, Stock, Div, Yld, PE, etc.

DOW: Average Posts Biggest One-Day Plunge

(Continued from Page 1) The New York Stock Exchange, which compared with about 160 million on Monday, was not heavy by recent standards. The absence of volume tells me a great majority of institutions are not embracing the theory that a technical pullback is on the horizon, he said. Bread-market indexes also fell sharply. The New York Stock Exchange composite index was off 4.46 to 178.98 and Standard & Poor's 500-stock index dropped 8.86 to 319.22. The price of an average share dropped \$1.02. Some traders said profit-taking was evident throughout the day with the Dow index down 40 points just before midsession. But late in the day, as an attempt to stabilize proved short-lived, there was a new rush to take profits and get out of the way of the decline. "After the market broke 2,600 it was a free fall," said Bill Lord, a trader at Shearson Lehman Brothers. "Interest rates certainly had something to do with it," he said, and there were futures-related sell programs "all over the place." He said he expected the stock market to be "a little chaotic" for the next day or so. Michael Metz, a market analyst with Oppenheimer & Co., said, "Late in the day we had sell program activity that accounted for about 30 points of the 90-point decline" in the Dow. "A lot of portfolios that had excess cash chose to put it into short-term bonds instead of buying stocks," he said. Dennis Jarrett, a technical analyst at Kidder, Peabody & Co., said, "There was a lot of program selling in the last hour" of trading, "and that kept feeding on itself. Outside the Dow, however, most of the issues aren't getting hurt too badly." Mr. Goldman, of A.G. Edwards, said, "This market has shown persistence. Whenever we get a couple of days sell-off and the market takes stocks down, buyers come in. Basically, the outlook for the economy, corporate earnings and inflation remains positive. The long-term bull market is still together." The sell-off "started with the weakness in the dollar and that spread to the bond market," said Trude Laumer of Josephthal & Co. "It's pretty much evenly spread out. There are no groups that are surviving," she said. The most actively traded issue was Tennessee, which rose 1% to 61 1/4, leading the actives. Traders cited speculation that corporate raiders are accumulating stock and will try to force the company to take actions to boost the value of its stock. USG gained 3/4 to 54 1/4 a day after Desert Partners said it held nearly 10 percent and might seek control. And Gillette, a takeover target of Revlon, gained 1 1/4 to 43 1/4. (Reuters, UPI)

Large table of stock prices with columns for 12 Month High, Low, Stock, Div, Yld, PE, etc.

Chopard GENEVE advertisement featuring an image of a watch and text: Chopard GENEVE, Gstaad A timeless masterpiece, Chopard Boutique - Confédération Centre - Tel. (22) 29 37 28 and leading jewellers worldwide.

Large table of stock prices with columns for 12 Month High, Low, Stock, Div, Yld, PE, etc.

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Handwritten note: do not write



Nasdaq Closing

Tables include the nationwide prices on the closing of Wall Street and do not reflect late trades elsewhere.

Table with columns: High, Low, Stock, Div. Yld. PE, High, Low, Chg. Cl. Cr. Chg.

Table with columns: High, Low, Stock, Div. Yld. PE, High, Low, Chg. Cl. Cr. Chg.

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Table with columns: High, Low, Stock, Div. Yld. PE, High, Low, Chg. Cl. Cr. Chg.

Floating-Rate Notes

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Japanese Yen

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

E.C.U.

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Pounds Sterling

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Deutsche Marks

Table with columns: Issuer/Note, Coupon, Maturity, Bid, Ask.

Asia Pacific Growth Fund

Weekly net asset value on 2-10-1987 U.S. \$7.76. Listed on the Amsterdam Stock Exchange.

NYSE Highs-Lows

Table with columns: NEW HIGHS, NEW LOWS, and various stock symbols.

AMEX Highs-Lows

Table with columns: NEW HIGHS, NEW LOWS, and various stock symbols.

Oil Slides on Rumor

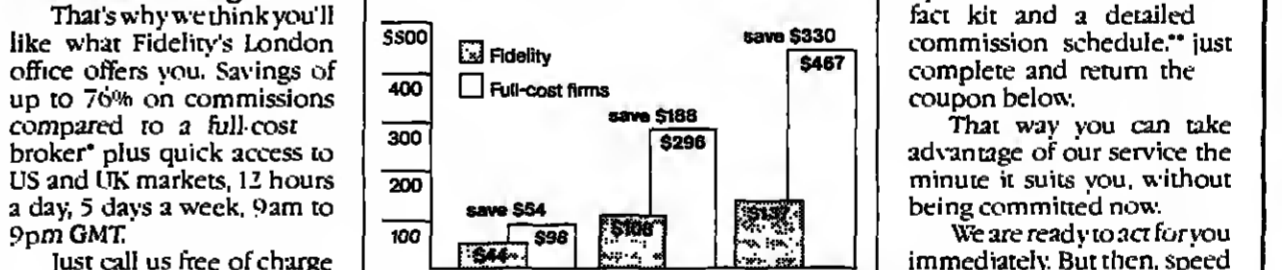
NEW YORK — Rumors that Saudi Arabia had decided to discount its prices sent crude oil markets tumbling Tuesday, analysts said.

Robert Norberg, spokesman for Aramco, the consortium that oversees most of Saudi Arabia's oil production, said that he had no instructions from the Saudi government to bill lifters at other than official prices.

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Asia Pacific Growth Fund. Weekly net asset value on 2-10-1987 U.S. \$7.76. Listed on the Amsterdam Stock Exchange.

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Tuesday's NYSE Closing

Tables include the nationwide prices up to the closing on Wall Street and do not reflect late trades elsewhere.

Table with columns: 11 Month High Low Stock Div. Yld. PE. Includes various stock tickers and their prices.

(Continued)

Continuation of the NYSE closing table with more stock tickers and prices.

Table with columns: 11 Month High Low Stock Div. Yld. PE. Includes various stock tickers.

(Continued)

Continuation of the NYSE closing table.

(Continued)

Continuation of the NYSE closing table.

Table with columns: 11 Month High Low Stock Div. Yld. PE. Includes various stock tickers.

(Continued)

Continuation of the NYSE closing table.

(Continued)

Continuation of the NYSE closing table.

U.S. Futures

Via The Associated Press

Grains

Table of grain futures prices including wheat, corn, and soybeans.

Metals

Table of metal futures prices including copper, silver, and gold.

Livestock

Table of livestock futures prices including cattle and hogs.

Food

Table of food futures prices including coffee and sugar.

Currency Options

Table of currency option prices for various international currencies.

Financial

Table of financial market data including US Treasury bills and bonds.

Paris Commodities

Table of Paris commodity prices for various goods.

London Commodities

Table of London commodity prices for various goods.

DM Futures Options

Table of DM futures option prices.

London Metals

Table of London metal prices for various metals.

U.S. Treasuries

Table of U.S. Treasury bond and bill prices.

Table with columns: Season High Low Open High Low Close. Includes various market data.

Oct 6

Table with columns: Season High Low Open High Low Close. Includes various market data.

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Table with columns: Season High Low Open High Low Close. Includes various market data.

INTERNATIONAL FUNDS (Quotations Supplied by Funds Listed) 6th October 1987

Large table listing various international funds with columns for fund name, price, and other details.

AS - Australian Dollars; BF - Belgium Francs; C - Canadian Dollars; DM - Deutsche Mark; ECU - European Currency Unit; FF - French Francs; FL - Dutch Guilder; L - London Pound; S - Swiss Franc; SF - Swiss Franc; Y - Japanese Yen; B - Brazilian Real; R - Argentine Peso; P - Paraguayan Guaraní; U - Uruguayan Peso; V - Vietnamese Dong; W - West German Mark; Z - South African Rand; A - Australian Dollar; B - British Pound; C - Canadian Dollar; D - Deutsche Mark; E - Euro; F - French Franc; G - Guilder; H - Hong Kong Dollar; I - Italian Lira; J - Japanese Yen; K - Korean Won; L - London Pound; M - Mexican Peso; N - New Zealand Dollar; O - Omani Rial; P - Paraguayan Guaraní; Q - Qatari Riyal; R - Argentine Peso; S - Swiss Franc; T - Taiwan Dollar; U - Uruguayan Peso; V - Vietnamese Dong; W - West German Mark; X - XDR; Y - Japanese Yen; Z - South African Rand.

Stock Indexes

Table of stock index values for various markets.

Commodity Indexes

Table of commodity index values for various goods.

Market Guide

Table providing market guides for various financial instruments.

S&P 100 Index Options

Table of S&P 100 index option prices.

Company Results

Table of company financial results for various firms.

Anheuser-Busch Gets Stock Listing in Tokyo

TOKYO - Anheuser-Busch Cos. the U.S. maker of Budweiser beer, has received approval from the Finance Ministry to list its common shares on the Tokyo Stock Exchange effective immediately.

Handwritten signature or mark at the bottom of the page.



**Tuesday's AMEX Closing**

Tables include the nationwide articles up to the closing on Wall Street and do not reflect late trades elsewhere. Via The Associated Press

12 Month High	Low	Stock	Div. Yld. PE	52 Wk High	Low	Open	Close	Chg
12 1/2	11 1/2	AB InBev	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABM Co	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0

12 Month High	Low	Stock	Div. Yld. PE	52 Wk High	Low	Open	Close	Chg
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0

12 Month High	Low	Stock	Div. Yld. PE	52 Wk High	Low	Open	Close	Chg
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0

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12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0
12 1/2	11 1/2	ABC	1.20 15.0	12 1/2	11 1/2	11 1/2	11 1/2	0

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Belgium B.Fr.	(02) 218 28 68	11,000	6,000	3,300	40%
Denmark D.Kr.	430 00 33	2,500	1,400	770	31%
Finland F.M.	(09) 60 30 30	1,730	950	520	41%
France F.F.	05 050 800	1,500	820	450	41%
Germany* D.M.	01 30 56 23	580	320	175	41%
Gr. Britain £	**	130	72	40	40%
Greece Dr.	**	22,000	12,000	6,600	45%
Ireland £.Irl.	**	150	82	45	45%
Ireland £.Irl.	(02) 345 73 69	380,000	210,000	115,000	42%
Italy Lire	**	11,500	6,300	3,400	37%
Luxembourg L.Fr.	**	650	360	198	40%
Netherlands Fl.	06 022 08 11	1,800	990	540	38%
Norway* N.Kr.	(02) 41 75 81	22,000	12,000	6,600	52%
Portugal Esc.	**	29,000	16,000	8,800	41%
Spain* Ptas.	**	1,800	990	540	38%
Sweden* S.Kr.	(08) 21 82 75	1,800	990	540	44%
Switzerland S.Fr.	046 05 30 30	510	280	154	44%

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CURRENCY MARKETS

Dollar Mostly Lower on Rate Worries

NEW YORK — The dollar edged slightly lower Tuesday as most currencies in a market dominated by concern about global interest rate increases.

London Dollar Rates

Table with columns: Closing, Tm, Mon. Rates for Deutsche mark, French franc, Japanese yen.

There was also speculation in the New York currency market about the direction of U.S. interest rates, following a warning to the Federal Reserve Board by Beryl W. Sprinkel, chairman of the President's Council of Economic Advisors.

helped to curb earlier technical sales. But they said the market was essentially directionless ahead of U.S. trade data for August due out next week.

Pohl Says Rise In Rate Aims to Curb Inflation

FRANKFURT — The president of the Bundesbank, Karl Otto Pohl, said Tuesday that the West German central bank wants to slow the rate of money growth to counter inflationary forces.

ACURA: Japanese Auto Manufacturers Assaulting the U.S. Luxury Market

(Continued from first finance page) wanted something more plush. But the Japanese are certain also to end up gunning for the owners of American and European luxury cars like Mr. Carpenter, setting up what some experts think will be one of the most important marketing battles since the first Toyotas hit the United States in 1957.



J. Davis Illingworth Jr. of Toyota, above, and William R. Bruce of Nissan.



The European automakers contend that they continue to set the standards in styling, handling and technical advances such as anti-lock braking systems. But makers of luxury cars on both sides of the Atlantic say they have grown increasingly wary as they look toward the Pacific.

"The competition is only going to get tougher." However promising the outlook for them, the Japanese companies are well aware that they have a long way to go to overcome, not the least of which is creating an image of luxury from scratch.

its upscale Lincoln-Mercury division, the Japanese makers want to be able to hold their customers in the family as they move up in the world.

Norway May Order Delay In Oil and Gas Investment

OSLO — Norway said Tuesday that some of its proposed North Sea oil and gas development projects might have to be temporarily shelved to prevent investment from reaching excessive levels.

NORWAY: Draft Budget Unveiled

(Continued from first finance page) domestic industry regain market shares lost at home and abroad. The labor government has attributed Norway's foreign trade deficit in part to industry's inability to keep pace with products offered by its main trading partners.

Honda's early experience with Acura suggests that both Detroit and the Europeans have plenty to worry about. Surveys of buyers of Acura's Legend coupe showed that about 41 percent had previously owned Japanese cars, 33 percent had owned domestic cars and 24 percent had owned European models.

Executives at the three companies say they are simply following the needs of the loyal customers who have been buying their less expensive cars for years — often baby boomers now starting to reach the peak of earning power.

Tuesday's OTC Prices

NASDAQ prices as of 4 p.m. New York time. Via The Associated Press

Table of OTC prices for various stocks including AAW, ADC, ADI, etc.

Table of stock prices for various companies including AAW, ADC, ADI, etc.

Table of stock prices for various companies including AAW, ADC, ADI, etc.

Table of stock prices for various companies including AAW, ADC, ADI, etc.

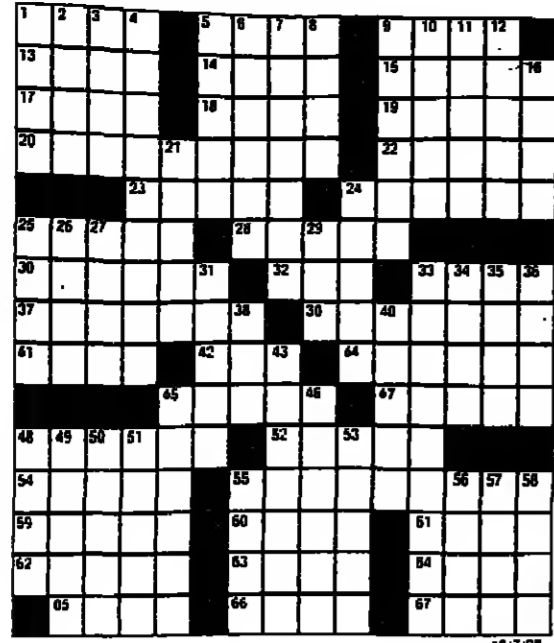
Table of stock prices for various companies including AAW, ADC, ADI, etc.

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Tuesday's AMEX Closing. Tables include the nationwide prices to the closing on Wall Street and do not reflect late trades elsewhere.

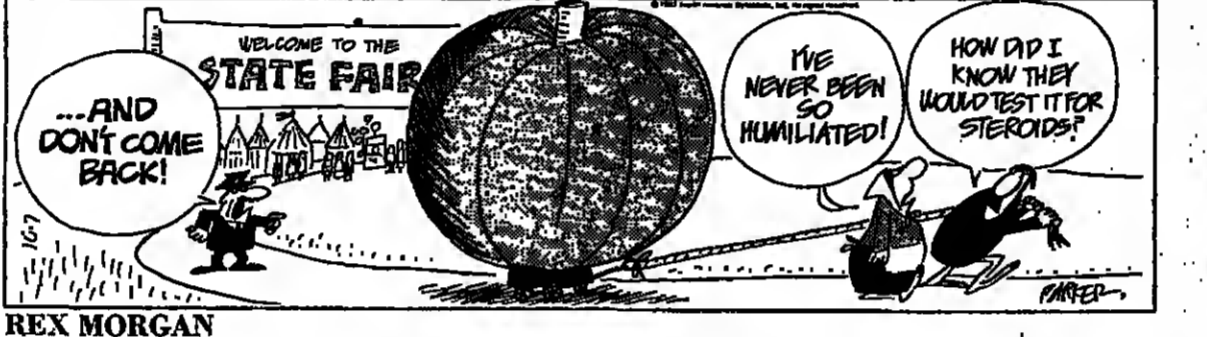
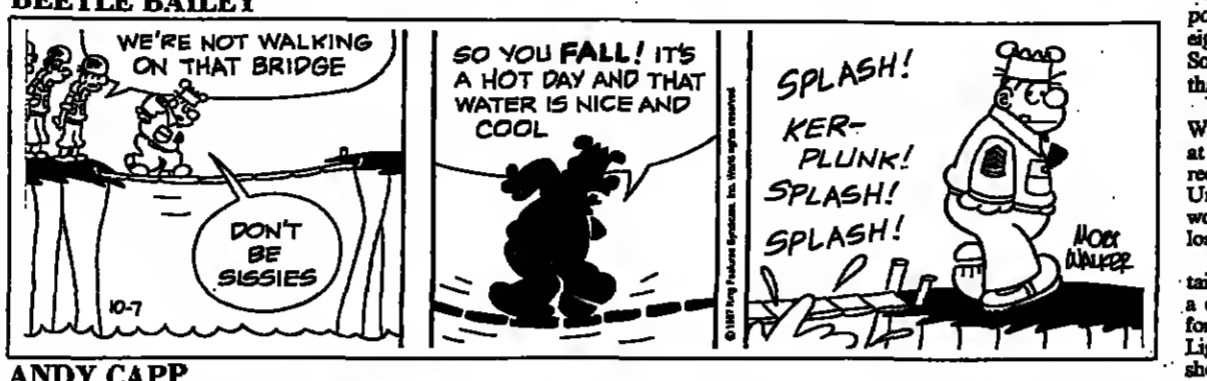


CROSSWORD puzzle clues and answers. Across: 1 Some August babies, 5 One kind of rain, 9 Aide: Abbr., 13 Affirmation, 14 Singer Patli, 15 G. therapy, 17 Right: Prefix, 18 Last Stuart ruler, 19 Betel palm, 20 Ozzie Smith, for one, 22 Like a mad dog, 23 Couch, 24 Abandon a building, 25 Nautical direction, 28 Send payment, 30 Broadway Joe, 32 Rather than McGrew, 33 Wearing brogans, 37 Artus' milieu, 39 Give new form, 41 European blackbird, 42 Actor Vorgda, 44 Miner's tool, 45 Friable, 47 Good-night girl, 48 Hearsay. Down: 2 She wrote "Gentlemen Prefer Blondes", 3 To ... His Own, 1946 song, 31 Reminger of film/dom, 4 Deficiency, 5 "I like..." (singly) women who have, 53 Originate, 55 Gin Tavoring, 56 Kitchen staple, 57 Downpour, 58 Cleo's river.



Cartoon dialogue: "RUFF WON'T NEED A BATH THIS TIME, MOM... HE JUST CHASED A CAT THROUGH THE CARWASH!!" "Hello, Mom - I'm coming home to you!" "His inability to tell the truth was this." JUMBLE: Unscramble these four jumbles, one letter to each square, to form four ordinary words. L I S E A, N E M I R, Y A L T I X, L I B A R T. Answer: A "LISEA-NEMIR-YALTIX-LIBART" (Answers tomorrow).

WEATHER forecast for Europe, Asia, North America, Middle East, and Oceania. Includes high/low temperatures and weather conditions.



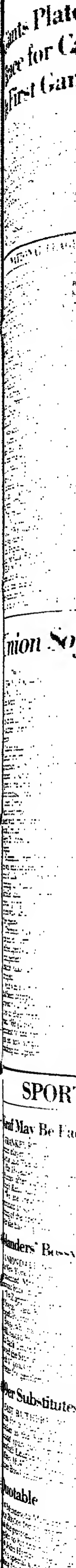
World Stock Markets table showing closing prices in local currencies for Oct. 6. Includes sections for Amsterdam, London, Frankfurt, Zurich, Sao Paulo, Madrid, Singapore, Milan, Paris, Tokyo, and Sydney.

BOOKS: 'A LIFE IN PEACE AND WAR' by Brian Urquhart, 390 pages, \$25. Harper & Row, Publishers Inc., 10 East 53rd Street, New York, N.Y. 10022. Reviewed by Bernard D. Nossiter.

Review of 'A LIFE IN PEACE AND WAR' by Brian Urquhart. Discusses his role in the UN, his memoirs, and his views on international relations.

BRIDGE: Most bridge events take place on a Saturday, but there is one event in New York City that usually takes a year. It is the Von Zedwitz Double Knock-out Team Championship.

Table of Toronto stocks and Canadian stocks. Includes columns for stock names, prices, and market indices.



SPORTS

Giants Platoon Outfield, Brace for Cardinal Speed in First Game of Playoffs

By David Aldridge
Washington Post Service
ST. LOUIS — On the eve of the National League championship series, the baseball Cardinals weren't afraid, and although the football Cardinals were few and far between, the San Francisco Giants had a light workout before Tuesday night.



Will Clark, the heaviest hitter in a powerful Giant lineup.

NATIONAL LEAGUE PLAYOFF PREVIEW

Playoffs with center fielder Chili Davis (24 home runs, 76 runs batted in) and All-Star left fielder Jerry Leonard (19 homers, 63 RBIs) on the bench in favor of Mike Alre (9 homers, 51 RBIs) and Eddie Milner (9 homers, 19 RBIs), respectively.

But Mitchell said the Cardinals pitchers may have more to fear than San Francisco's hitters. Cox is "a regular pitcher," Mitchell said — "fastball, slider. Not to take anything away from Cox, but we haven't had too much trouble against right-handed pitching. I don't think I'll have any problems with Tudor."

A Bit of Glasnost, Gone Agley in Glasgow

International Herald Tribune
LONDON — What, if any, is sport's role in East-West relationships? One week ago, Mikhail Gorbachev addressed his nation on the price and the pace of change — at the heart of which is glasnost.

ROB HUGHES

first round of the European Cup competition was nothing more than a sporting upset. You win some, you lose some. But these are abnormal times. Gorbachev is trying to sell a revolution reversing the Cold War era taught to Soviet citizens.

tens of millions of Soviets. More, it is justified.

The Rangers' physical destruction of Igor Belanov, the European footballer of the year, was as calculated as it was predictable.

Belanov's pace was stunted by hunger. Minutes after kickoff, his ankles were caught by Terry Butcher. The Soviet striker hobbled; then John McGregor finished the job.

"We only kicked for 20 minutes," said one Glasgow fan. "After that, Somers ran the match brilliantly. The Russians didn't want to know."

Actually the Russians at times outplayed the Rangers. Yet after goalkeeper Viktor Chanov threw away the first goal with an attempted clearance that rebounded comically off his own defender, Kiev could not convert class into goals.



Graeme Somers: A streetfighter in disguise — yet when the mood strikes and cameras are around, no more charming a face.

Union Softens Stand, NFL Talks Resuming

The Associated Press
NEW YORK — Negotiations in the National Football League are set to resume Tuesday after a union's 28 player representatives at an all-night meeting agreed to soften their position on free agency.

an agreement. If we enter into this bargaining in the same frame of mind we worked last night, we might be able to do it. However, one player representative, Mike Singletary of the Chicago Bears, said he was "very optimistic" he would be back "right now, I think it's happening on both sides."

Commissioner Pete Rozelle said he was encouraged by the resumption of talks. "I think pressures are being built on both sides," Rozelle said. "I understand they are not going to let one issue stand the way, and that issue would be the agency."

Management, which was first agreeable to a three-year contract to coincide with the television deal, is now expected to ask that it be five to eight years to avoid another strike in less than three years.

SPORTS BRIEFS

Graf May Be Facing a Sinus Operation

FRANKFURT (AP) — Steffi Graf, the world's top-rated woman tennis player, has serious sinus problems and needs an operation, her doctor said Tuesday.

Boys' Bussy to Sit Out NHL Season

UNIONDALE, New York (AP) — Mike Bossy, the right wing who led the New York Islanders to four National Hockey League championships, announced Monday he will sit out the 1987-88 season because of a "men's back injury."

Der Substitutes Trounce Giants, 41-21

EAST RUTHERFORD, New Jersey (AP) — Del Rodgers ran two for a touchdown and Mike Wells returned a blocked punt for another as the San Francisco 49ers replacements scored twice in a 28-0 span just before halftime and went on to a 41-21 National Football League rout of the New York Giants last Monday night.

Notable

Minnesota Manager Tom Kelly, on the notion that the Twins signed by Baylor for his experience and leadership during the pennant stretch of the postseason: "I don't believe much in that leadership stuff. We got Baylor to hit the ball for us."

College Top-20 Ratings

The top 20 teams in The Associated Press college football poll (first-place votes in parentheses) are listed below. Total points based on 28-178 scale (tie, and last week's ranking):

Table with 3 columns: Rank, Team, Points. 1. Oklahoma (41) 1,181 2. Nebraska (41) 1,120 3. Miami, Fla. (41) 1,112

NFL Standings

Table with 3 columns: Conference, Team, Record. AMERICAN CONFERENCE: N.Y. Jets 2-10-0, Buffalo 1-10-0, Cincinnati 1-10-0, Cleveland 1-10-0, Houston 1-10-0, Pittsburgh 1-10-0, San Francisco 1-10-0, Oakland 1-10-0.

Transition

BASEBALL
American League
BALTIMORE—First-year general manager, and Tom Glaviano, form system director, Harold Dowd Melvin acting director of minor league operations and scouting.

Scoreboard

Table with 3 columns: Team, Score, Innings. Football: Texas 100-56, NY Jets 20-10, Oakland 10-0, Houston 10-0, Cincinnati 10-0, Cleveland 10-0, Pittsburgh 10-0, San Francisco 10-0, Oakland 10-0.

SCOREBOARD

Football

Table with 3 columns: Team, Score, Innings. Selected U.S. College Conference Standings: Texas 100-56, NY Jets 20-10, Oakland 10-0, Houston 10-0, Cincinnati 10-0, Cleveland 10-0, Pittsburgh 10-0, San Francisco 10-0, Oakland 10-0.

Baseball

Playoff Comparison

Table with 3 columns: Team, Record, Innings. NATIONAL LEAGUE: St. Louis 2-0, Cincinnati 1-1, Houston 1-1, Pittsburgh 1-1, San Francisco 1-1, Los Angeles 1-1, Philadelphia 1-1, New York 1-1.

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Advertisement for BLANCPAIN watches, featuring a large image of a watch and text: "Since 1735 the oldest name in Swiss watchmaking. But don't expect to find a quartz in a Blancpain watch. You won't. And you never will."

OBSERVER

Campaign Molehills

By Russell Baker NEW YORK — When the press people failed to notice that Senator Joseph R. Biden Jr. was out in Iowa using Neil Kinnock's great campaign speech as his own, the campaign manager for Governor Michael Dukakis called it to their attention.

Toni Morrison and the Terror of Slavery

By Elizabeth Kastor Washington Post Service WASHINGTON — For a week Toni Morrison has been away from her home in Grand-View-on-Hudson, New York, talking and answering questions and reading from her work.



"If they could live it all of their lives, I could write it."

characters — if they could live it all of their lives, I could write it." Before Morrison began the story of the woman who soon ceased to be Margaret Garner and became Sethe ("I listen to the characters and ask what is very curious about them.")

PEOPLE

Aquino and Alfonso Among Nobel Nominees President Corason Aquino of the Philippines and President Raúl Alfonsín of Argentina are among individuals and 31 organizations who are candidates for the 1987 Nobel Peace Prize.

INTERNATIONAL BUSINESS MESSAGE CENTER

A grid of 14 small advertisements categorized into Business Opportunities, Offshore Companies, Financial Services, and others. Includes ads for 'OFFSHORE TAX SHELTER', 'MONEY EXCHANGE', 'PROPERTY INVESTMENT', and 'BUSINESS OPPORTUNITIES'.